



**ISTITUTO TECNICO ECONOMICO E TECNOLOGICO STATALE**

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**PROGRAMMA FINALE**

**A.S. 2025/2026**

**CLASSE: 5<sup>A</sup> AFM**

**DISCIPLINA: Inglese**

**DOCENTE: Prof. Di Turi Simone**

MODULO E/O UNITÀ DIDATTICA	CONTENUTI	OBIETTIVI	MODALITÀ DI VERIFICA
Marketing and Advertising	<ul style="list-style-type: none"> <li>-The concept of marketing, pg. 92.</li> <li>-Market segmentation, pg. 96.</li> <li>-The marketing mix, pg. 98-99.</li> <li>-SWOT analysis</li> <li>-Branding (brand names, logos, pricing strategies), pg.102-103-105.</li> <li>-Digital Marketing channels, pg. 106.</li> <li>-Digital Marketing challenges, pg. 107.</li> <li>-AIDA steps in advertising, pg. 118.</li> <li>-Informative vs Persuasive Advertising, pg. 120-121.</li> <li>-Advertising media (print, broadcast, digital, outdoor), pg. 122.</li> <li>-Sponsorship, pg. 126.</li> </ul>	<p>Comprendere e saper parlare in lingua inglese dei principali argomenti relativi al mondo del marketing e della pubblicità. Saper costruire e analizzare una campagna promozionale.</p>	Prova orale
Culture: the UK	<ul style="list-style-type: none"> <li>-UK Geography (countries, capital cities), pg. 352.</li> <li>-Bits of Pre 20th century history: 1215 Magna Carta, 1534 Act of Supremacy, 1760-1830 First Industrial Revolution, the British Empire, 1851 Great Exhibition, pg. 354-355.</li> <li>-Bits of 20th and 21st century history: 1921-22 Anglo-Irish Treaty, 1947 Decline of the British Empire, 1952 the Crowning of Elizabeth II, 1949 the Commonwealth, 1980s Thatcher with Privatisation, 1997-98-99 devolution for Scotland and Wales, 2014 Scottish referendum, 2016 Brexit referendum, pg. 356-357-358-359.</li> <li>-Multiculturalism and its causes, pg. 360.</li> <li>-The UK political system (type of system, Head of State, Head of Government and the Cabinet, Parliamentary Houses, the Conservative vs the Labour party, Devolution), pg. 374-375.</li> </ul>	<p>Comprendere e saper parlare in lingua inglese di aspetti storici, geografici, sociali, culturali, economici e politici del Regno Unito</p>	Prova scritta con quesiti a risposta multipla e a risposta aperta

<p>British History and Literature (dispensa del docente)</p>	<p><b>HISTORY:</b>          -The Victorian Age (positive and negative aspects of industrialisation, urbanisation, the British Empire, Victorian values and morality)          -WWI (the beginning and the end, British perspective on war between early enthusiasm and disillusionment)          -WWII (main events: Germany's invasions, the attack on Pearl Harbor, the landings in Sicily and Normandy, the Yalta Conference, US nuclear bombings).</p> <p><b>LITERATURE:</b>          -Oscar Wilde and The Picture of Dorian Gray (general themes)          -War Poets: Rupert Brooke and The Soldier, Wilfred Owen and Dulce et decorum est (general themes)          -George Orwell and 1984 (general themes)</p>	<p>Comprendere, saper descrivere e collegare in lingua inglese in ottica culturale cenni storici e letterari.</p>	<p>Prova orale</p>
<p>Trade and Commerce</p>	<p>-Home Trade (definition of trade, goods vs services, chain of distribution, types of retailing), pg. 140-141.          -International Trade (definition, import vs export, reasons for international trade, balance of trade vs balance of payments), pg. 142.          -E-commerce (definition, B2B, B2C, C2B, C2C, M-commerce, S-commerce), pg. 148.          -Trade Alliances (definition, EU, USMCA, APEC, Mercosur), pg. 152.          -Trade Sanctions (Embargoes, Tariffs, Quotas), pg. 153.</p>	<p>Comprendere e saper parlare in lingua inglese di fondamenti di commercio domestico e internazionale</p>	<p>Prova scritta con quesiti a risposta multipla e a risposta aperta</p>
<p>Banking and Finance</p>	<p>-Commercial Banks (definition, deposit banks, credit banks, investment banks, business banks), pg. 186.          -Banking for Businesses (current vs deposit accounts), pg. 187.          -Sources of Finance (loans, overdrafts, leasing, hire purchase, factoring, venture capital), pg. 188-189.          -Online Banking (trends and changes, digital wallets, hackers, scammers, phishing), pg. 194-196-198-199.          -Central Banks (definition, functions), pg. 202.          -Stock Exchanges (definition, functions, shares, names of stock indexes), pg. 204.</p>	<p>Comprendere e saper parlare in lingua inglese di fondamenti di finanza e sistemi bancari, pagamenti, risparmi, borse.</p>	<p>Prova scritta con quesiti a risposta multipla e a risposta aperta</p>
<p>Culture: the USA</p>	<p>-US Geography: general information about areas (North-East, South-East, the Midwest, South-West, the West), pg. 380.          -Bits of Pre 20th century: 1492 Columbus, 1620 Pilgrims, 1775-1783 The American Revolution, 1776 Independence, 1788-1789 Constitution, 1862-1865 the American Civil War, 1865 13th Amendment, pg. 382-383.</p>	<p>Comprendere e saper parlare in lingua inglese di aspetti storici, geografici, sociali, culturali, economici e politici degli Stati Uniti</p>	<p>Prova orale attraverso attività di conversazione con assistente madrelingua</p>

	-Bits of 20th and 21st century: 1929 the Great Depression, 1933-1938 the New Deal, 1948-1951 the Marshall Plan, 1947-1991: Cold War, 2001 Terrorism, pg. 384-385-386-387-388. -The US Political System (type of system, the President, the US Government, Democratic vs Republican Party, the Constitution), pg. 408-409.		
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TESTI ADOTTATI E/O IN USO		
Bowen P, Cumino M	Business Today + Ebook	Petrini
Jordan E, Fiocchi P	Grammar Files – Green Edition	Trinity Whitebridge
Spicci M, Shaw T A	Your World #bethechange	Lang Edizioni
Dispense del docente su storia e letteratura britannica		

Parabiago, 02/05/2026

Firma docente

*Simone Di Tui*