

I.I.S. "Ramacca – Palagonia"

A.S.2025/2026

Classe 5^M Indirizzo AFM

Programma di Inglese

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ATTIVITÀ

Home and international trade:

1. The contract of sale
2. Import/export
3. Visible and invisible trade
4. The balance of trade and the balance of payments
5. Trade restrictions
6. Customs procedures
7. Incoterms

Business organizations:

1. Private and public enterprises
2. Sole traders
3. Partnerships
4. Limited companies
5. Cooperatives
6. Multinationals
7. How businesses grow
8. Franchising
9. Startups
10. Public enterprises in the UK

Principles of marketing:

- The role of marketing
- Market research
- Market segmentation
- SWOT analysis

- The marketing mix
- Advertising
- Advertising media
- Design thinking: what is it?

Digital and social media marketing:

- Why digital marketing
- The new “empowered consumer”
- The role of the 4 ps in the digital marketing mix
- The importance of social media
- Social media marketing and influencers

Globalisation:

- The globalization process
- Leading players in globalization
- WTO, IMF and world bank
- Main aspects of globalisation
- Supporters and critics of globalisation
- Global strategies and global companies
- Outsourcing and offshoring
- Developing a global mindset in business
- Global issues

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