

**ESAMI DI STATO
SESSIONE ORDINARIA 2018/2019**

CLASSE V SEZIONE B

PROGRAMMA di INGLESE

Prof. Marta Sanvito

Libro di testo in adozione: **Working in business**

Autori: M. Ryan, A. Bellini

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PROGRAMMA SVOLTO

Applying for a job

- First impression and business profile <https://www.youtube.com/watch?v=JrbnTZPjg0k>
- Personal statement
- My curriculum vitae (strengths and weaknesses)
- Job advertisements
- Having a job interview (FAQ, common mistakes)
- Group interviews and leadership

The WTO

<https://www.wto.org>

- What is the WTO?
- A bit of history
- Membership
- Dispute settlement
- Criticism

Business plan for the launch of a new product

In groups. Companies: Coca Cola, Lindt, Mediaset, Adidas and Campari.

- Executive summary
- Brief description of the company
- Mission, vision and values
- Environmental analysis
- SWOT analysis
- The Product
- The Market – segmentation, target market and competition.
- Product life cycle
- Communication mix
- Financial plan

Marketing, Advertising and Promotion

- Marketing
- Marketing research
- Advertising media
- Advertising techniques
- Describing graphs
- The language of promotion

Debates

- How to run a debate
- Agreeing, disagreeing, challenging and supporting one's ideas (phraseology and strategies)
- Immigration and diversity
- Abortion

Great Speeches

- George VI's speech – The King's speech (film)
- Martin Luther King's speech "I Have a dream..."
- The Speech that made Obama President.
<https://www.youtube.com/watch?v=OFPwDe22CoY>
- S. Job's speech: Stanford commencement Address

Correspondence

- Offers and replies to offers
- Enquiries and replies
- Orders and replies to orders
- Circulars
- Cover letters

Skills

- Listening BEC Vantage
- Reading BEC Vantage
- Writing essays and reports
- Speaking: delivering formal speeches and presentations

I Rappresentanti di Classe

Mattia Boscolo
Beatrice Pasqual

Il Docente

Marta Sanvito