

LICEO DELLE SCIENZE UMANE PARITARIO MAESTRE PIE
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Classe V AC

Materia INGLESE

Programma Svolto

BUSINESS THEORY:

Marketing:

- The marketing concept;
- Market research;
- Marketing strategies;
- The marketing mix;
- Branding;
- Digital Marketing.

Advertising:

- Advertising structures and aims;
- Types of Advertising;
- Advertising Media;
- Digital Advertising;
- Control over Advertising;
- Controversial Ads;
- Analysing Adverts.

CULTURAL BACKGROUND

The United States:

- Geography;
- The Political System;
- The American flag;
- Ellis Island and USA as a nation of migration;
- Why people migrated to the USA (19th/20th centuries);
- A mosaic of cultural diversity;

- Segregation: the long fight for equality: Rosa Parks;
- The Civil Rights Movement: MLK and Malcolm X;
- Key moments in American History:
- America's Industrial Revolution;
- The American Civil War;
- The Great Depression;
- Prohibitionism;
- The New Deal;
- Pearl Harbour;
- the Cold War.

Educazione Civica:

- Agenda 2030 (Assessing the situation: are we on track to achieve these goals?);
- Martin Luther King and the Civil Rights Movement.

Libro di testo: Bowen P., Cumino M., *Think Business A global perspective to business studies*, Petrini

Rimini, 31/05/2025