

## **Programma di Inglese**

Classe III A/C  
a.s. 2015/16  
Prof. De Maio

### **Module 1: Marketing**

Grammar (Present Simple and frequency adverbs, Past Simple)  
Layout of a business letter  
Letters/E-Mails  
The Functions of Marketing  
The Exchange Relationship  
Developing a Marketing Strategy  
Selecting a Target Market  
Developing a Marketing Mix (The 4 P's)  
Green Economy  
Globalization

### **Module 2: Sales**

Written Communication  
Enquiries and Replies  
Transacting the Sale  
Terms of the Sales Contract/Order  
Invoice  
Sales Channels  
Direct Sales  
Sales Agents  
Telesales  
Internet sales  
Managing the Customer Relationship  
Global Markets