

	<div style="text-align: center;">     </div> <p style="text-align: center;"> <small>UNIONE EUROPEA</small> FONDI STRUTTURALI EUROPEI pon 2014-2020 <small>PER LA SCUOLA - COMPETENZE E AMBIENTI PER L'APPRENDIMENTO (FSE-FESR)</small> </p> <p style="text-align: center;"> ISTITUTO D'ISTRUZIONE SUPERIORE "CARLO PIAGGIA" Amministrazione Finanza e Marketing/Turismo/Sia Liceo Scientifico Sportivo/Liceo Artistico Multimediale Corso serale Amm.ne Finanza e Marketing/Turismo Via Giannessi, 5 - 55049 Viareggio (Lu) Tel: 0584/38561 Fax: 0584/3856250 Cod. Mecc. LUIS023005 Cod.Fisc 91048190465 e-mail : luis023005@istruzione.it - luis023005@pec.istruzione.it </p>	
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**PROGRAMMA SVOLTO A.S. 2025/2026 INGLESE - CLASSE 2GL2 CORSO SERALE
ORE SETT.LI 2**

I QUADRIMESTRE

UDA 1 BUSINESS COMMUNICATION: JOB INTERVIEW

- Vocabulary to discuss strengths and weaknesses on the workplace
- Understanding job interviews in a video.
- Useful language to ask questions and give answers during a job interview
- Simulating a job interview on a given script

UDA 2 BUSINESS COMMUNICATION: BUSINESS EMAILS

- The parts of a business email
- Useful language to structure a business emails in all its parts
- Netiquette
- Understanding different types of business emails
- Producing different types of business emails.

2° QUADRIMESTRE

UDA 3 CIVICS RELATED TO MARKETING- FAIR TRADE

- Understanding the main concepts related to fair trade
- Discussing the advantages and disadvantages of fair trade options for a business
- Simulating a dialogue: discussing the introduction of a fair trade line of product in a business.

UDA 4 THE MARKETING MIX

- Understanding the marketing mix and the Four P's
- Reading and understanding interviews regarding a company's failed product launch
- Authentic task: relaunching a product using the marketing mix and presenting it to the class.

Viareggio 08.06.2026

Gli studenti

F.TO Margherita Tisano