

## **CLASSI QUINTE SERVIZI COMMERCIALI**

Testo: “**Business Plan plus**” di Cumino, Bowen – Ed. Petrini

### **A - TEORIA COMMERCIALE**

#### **Delivering goods**

- Logistics
- Transport by land, air and water

#### **Responsible Business**

- Green Business
- Fair Trade
- Ethical Banking

#### **Globalisation**

- What is globalisation?
- Global companies

#### **Marketing**

- Marketing concept
- Market segments
- Market research
- The marketing mix. The four P.s
  - Product
  - Price
  - Promotion
  - Place
- Advertising

#### **Methods of payment**

#### **Banking**

#### **Stock exchange**

### **B -CORRISPONDENZA COMMERCIALE**

#### **Job applications**

- job ads
- the job interview
- the curriculum vitae
- e-application form

#### **Reminders**

#### **Complaints**

### **C - THE CULTURAL CONTEXT**

- The Great Depression
- Wall Street Crash 1929