
	<p align="center">PIANO ANNUALE DI LAVORO DISCIPLINA: INGLESE</p>	
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PROGRAMMAZIONE DISCIPLINARE PER LE CLASSI 5

Design della comunicazione visiva e pubblicitaria

Testi: “Business plan Plus” Philippa Bowen, Margherita Cumino, Dea Scuola.
“Images and Messages” di N. Sanità, A. Saraceno, D. Bottero, Edisco

Marketing

Marketing

Pagg. 132-139

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

Advertising

- Advertising media
- Taking part in market research:
 - consumer panels
 - focus groups

(approfondimenti dal testo *Images and Messages*)

Modulo 4.

4.1

pagg. 152-162

- What is advertising
- Consumerism and Consumer society
- Advertising categories and ethics
- Preparing an advertising campaign

4.2

- The language of advertising

The cultural context

- The Great Depression
- The Wall Street Crash 1929
- The new Deal

pagg. 354-355