



ISTITUTO di ISTRUZIONE SUPERIORE BUONARROTI VOLTA
a.s. 2024-2025

Programma svolto

MATERIA: INGLESE

CLASSE: IV^a AN

ANNO SCOLASTICO: 2024-2025

DOCENTE: ANDREA BIRRITTERI

CONTENUTI:

Module 1 – Fundamentals of Marketing

Title: "Understanding Marketing: Strategies and Analysis"

Topics:

- The role of marketing
- Market segmentation
- The marketing mix
- The extended marketing mix
- SWOT analysis
- Product life cycle
- Fast fashion industry

Module 2 – Research and Digital Promotion

Title: "Modern Tools for the Digital Market"

Topics:

- Market research
- Digital marketing
- eBay: Behind the scenes

Module 3 – Technology and Innovation

Title: "Emerging Technologies and Artificial Intelligence"

Topics:

- What is AI?
- The Internet of Things
- Review of IoT products
- New emerging technologies
- Elon Musk changes Twitter to X

Module 4 – Web Safety and Programming

Title: "Safe Navigation in the Digital World"

Topics:

- The dark side of the Internet (the dark and deep web)
- Safer Internet Day
- Programming with Mimo App
- Cryptocurrency

Firma docente

Firma studenti