**10-11 MAGGIO 2021**

**PROGRAMMA GARA NAZIONALE AFM 2021**

**LINGUA INGLESE**

**A. MARKETING**

 The Marketing Concept

The Marketing Process

Situation Analysis: Market Research

The Marketing Mix: The 4Ps (Product/Price/Place/Promotion)

Advertising

Web Marketing

**B. Companies**

VariousTypes of Companies

**D: Documents of Transport**

**E: Enquiring**

(Letter Plan and Phraseology)

Letter of Enquiry

Reply to Enquiry

**F: Business Phone Conversations**

Language and Vocabulary