

LESSON PLANNING

MODULE TITLE	Goods: Nike Target : 1 [^] liceo delle Scienze Umane
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TOPIC of lesson	Goods: products and prices
TIME	8 lessons (50' each)
CONTENT	Pre- requisite about goods and services
LEARNING OUTCOMES	Major factors in product success. Facts that influence consumers' decisions price components
LANGUAGE FUNCTIONS	- information gathering - organizing information in charts, selecting the most important - Being able to understand how a price is made up - being able to understand consumers ' attitudes and the influence of an advertising campaign
LANGUAGE STRUCTURES	Being able to talk about consumption, prices and goods
VOCABULARY	List of key words proposed by the teacher and by the students with the Italian translation ; during the assessment lesson students will have to match key words with their definition given in English . The study of new vocabulary is proposed through pictures
ACTIVITIES and SKILLS INVOLVED	<p>a. To raise interest: each student has a picture; they work in pairs, one has to describe the picture and the other has to guess.</p> <p>Brain storming on Nike.</p> <p>Vocabulary exercise – matching words and pictures; matching words to their translation</p> <p>b. Listening activity. Students must answer some questions while listening to the reading of the text. Fill in the gaps activity while listening.</p> <p>c. Reading activity. Students must read the document Nike success; they try to translate it, noting down the words they have to look for in the dictionary.</p> <p>d. Writing: students do the exercises related to the document.</p> <p>e. Content and speaking activity: students learn the process of making Nike shoes through images; they try to describe the process to their partner.</p> <p>f. Speaking : Role play: students pretend to be a seller and a consumer . Instructions and models are given by the teacher.</p> <p>g. Content: Together with the teacher students read the lists of price components of Nike shoes and analyse them</p> <p>h. written test</p> <p>i. Test are given back and students write a self assessment</p>
ASSESSMENT	See the test and the self assessment documents