



I.P.S.S.A.R

ISTITUTO **P**ROFESSIONALE DI **S**TATO **S**ERVIZI PER L'**E**NOGASTRONOMIA E L'**O**SPITALITÀ **A**LBERGHIERA

CON CONVITTO ANNESSO – CORSO SERALE

PROGRAMMA LINGUA E CIVILTÀ INGLESE

ANNO SCOLASTICO 2024/2025

CLASSE III G

Libro di testo: *Mastering cooking and service premium*, ELI

Unit 1: THE CATERING INDUSTRIES

The world of catering

Types of catering

The history of accommodation and restaurants

Types of restaurants

The restaurant: location and layout

Services and facilities

New trends

Lab + vocabulary

Deciding to start a restaurant

Talking about a restaurant

Unit 2: MARKETING AND PROMOTION

Business image

Customer profiling

Marketing strategies

The effects of the Internet on the catering industry (+ Tik Tok Marketing)

Lab + vocabulary

Promoting your business pp

Presenting a business

Complaining

Responding to complaints

Unit 12: IN THE RESTAURANT

The service brigade

The waiter's uniform

Mise en place and clearing front of house

The dining room

Service equipment

Table setting

Lab + vocabulary

Working with the staff

Talking about duties and responsibilities

Unit 13: THE ART OF SERVICES

Types of service

Enhanced service techniques

Serving Wine

The different phases of service

Lab + vocabulary

The customer's cycle (first dialogues)

GLI ALUNNI

IL DOCENTE

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