



SANT' ALESSANDRO INTERNATIONAL HIGH SCHOOL

By Beatrice, Dora, Guido, Marco, Niccolò

OUR SCHOOL



- As international school we offer an innovative way of learning with modern laboratories, excellent workspaces and cultural activities.
- We believe that the way of opening the gates to the world is by learning.



WHAT WE OFFER? (PTOF)

- Our features
- When you come out of our school you are...



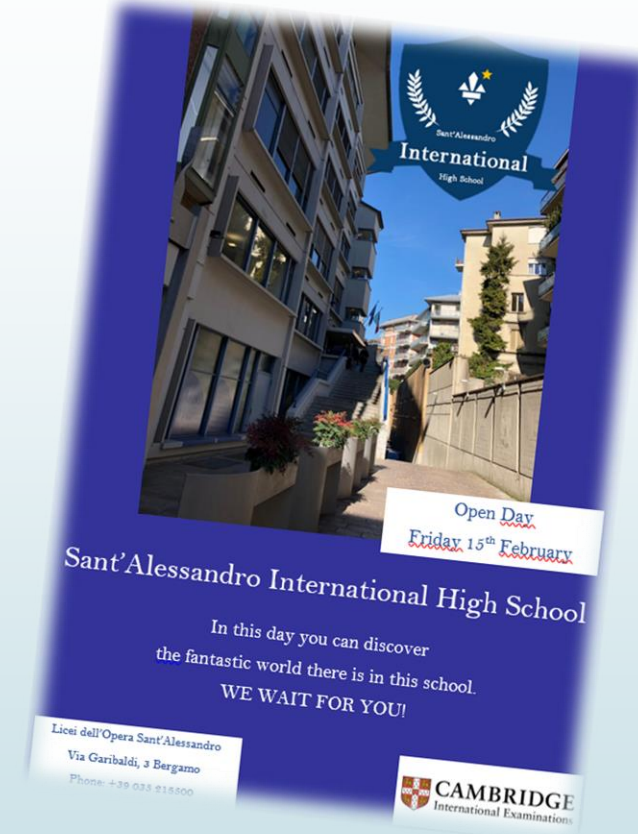
LOGO



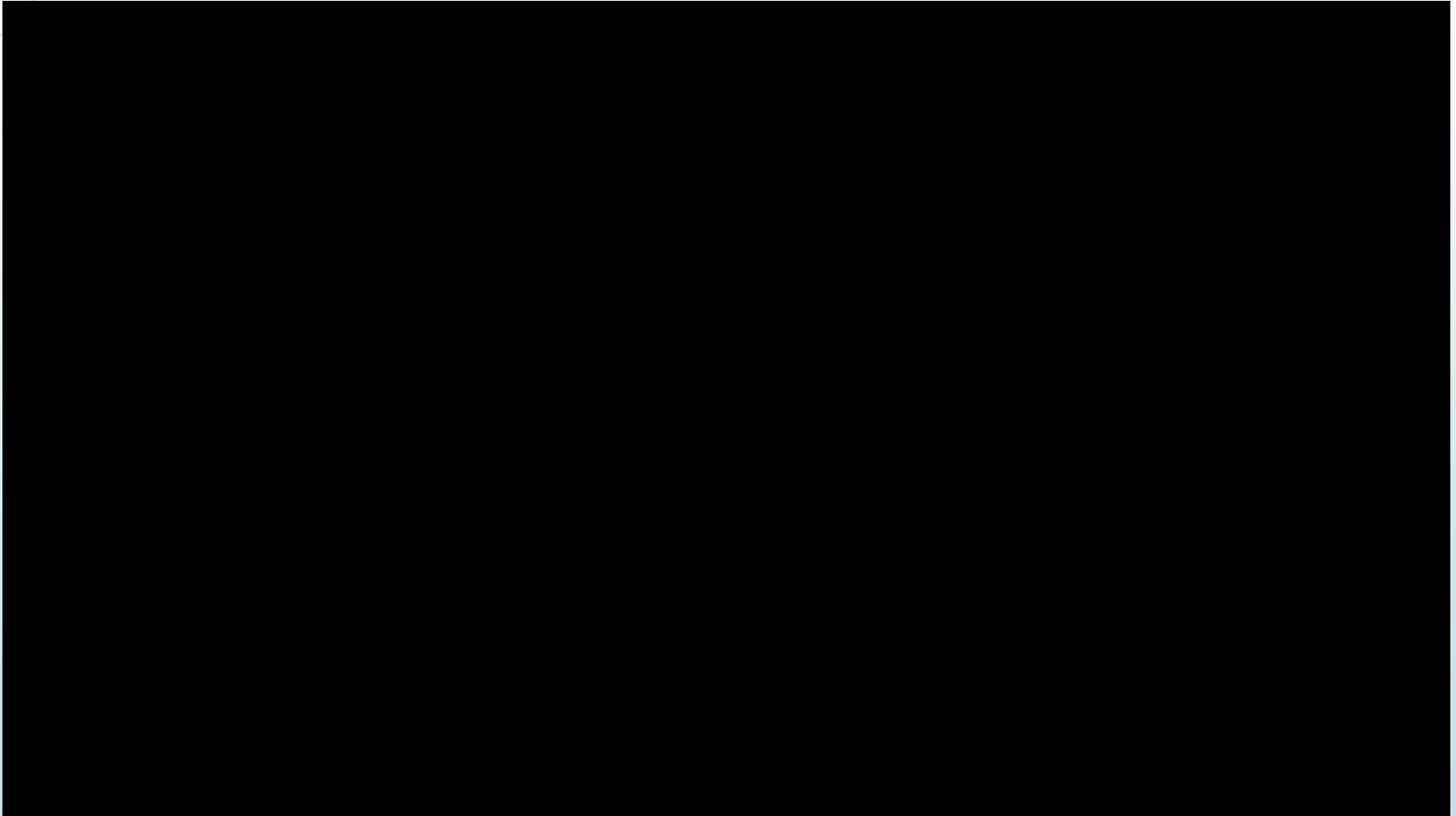
ADVERTISEMENT



- Flyers
- Posters
- Advertisement on the newspapers
- Video
- Online Advertisement
- And our website:
<https://liceointernazionale.weebly.com/>



VIDEO



POSTERS



ONLINE ADVERTISEMENT



YouTube

Cerca



ACCEDI



#18 SU TENDENZE

Mahmood - Soldi (Prod. Dardust & Charlie Charles)

12.168.610 visualizzazioni

350.947

32.310

CONDIVIDI

SALVA



Ann. v

Prossimi video

RIPRODUZIONE AUTOMATICA ☒



LA RAGAZZA CON IL CUORE DI LATTI - IRAMA OFFICIAL...

IRAMA OFFICIAL
8,1 Mln visualizzazioni



Mix - Mahmood - Soldi (Prod. Dardust & Charlie Charles)

YouTube



Intervista a Mahmood - Che tempo che fa 10/02/2019

Rai
231.059 visualizzazioni
Nuovo

Supremo 2019 - Lo show di Pio

OUR MARKETING TECHNIQUE



- Our project is to involve and reach out to our customer using modern digital media and more traditional ways.
- We have been working on a specially designed web page, advertisement on media, fliers and other types of visual and electronic communications.
- Using market and demographic segmentation we have identified our potential customers that best would fit in this modern ambience.



WE MAKE THE DIFFERENCE

How?

Differently from the other scientific and classic high schools in Italy the **50% of all our classes are in English** and we have **competent professors** that teach to us.

- > English
- > Science
- > Physics
- > Geography
- > Business Studies
- > Religion



English



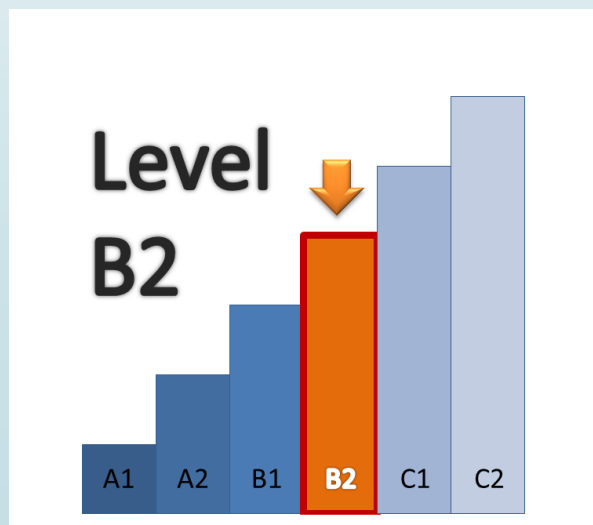
The average level of English of our class is
B2

Basic Level

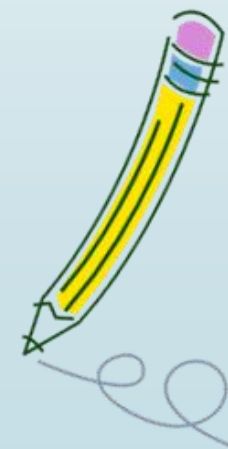


Native Speaker

A1 -> A2 -> B1 -> **B2** -> C1 -> C2

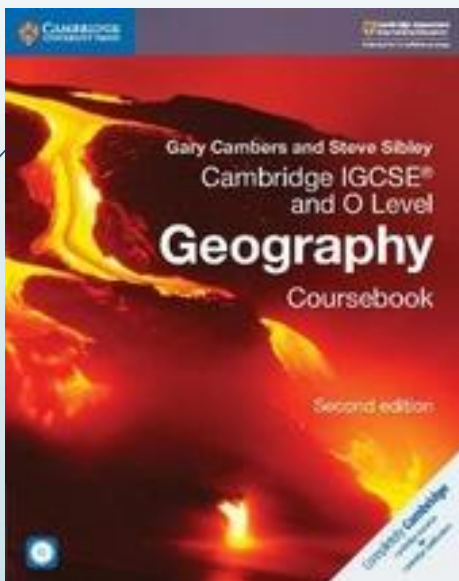


English

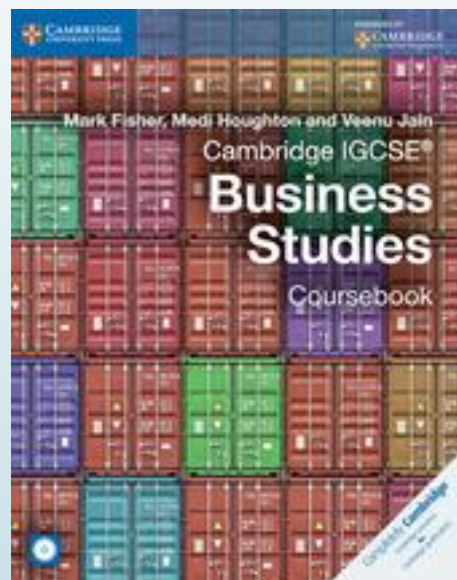


CAMBRIDGE CERTIFICATION

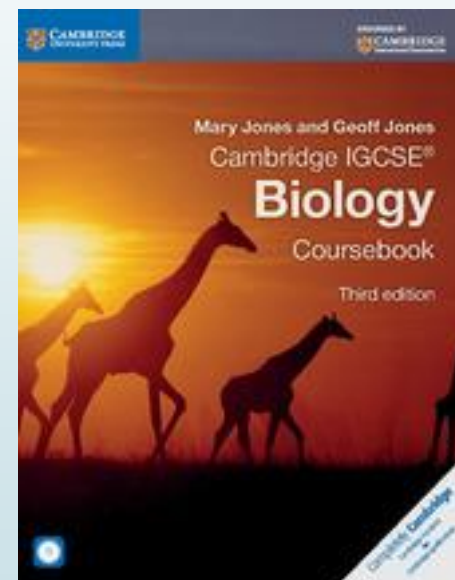
The Classic and Scientific classes are studying in order to get the IGCSE CAMBRIDGE EXAM in:



Geography



Business
Studies



Biology



English

WHAT IS A IGCSE CAMBRIDGE CERTIFICATION?

and

WHY IT IS IMPORTANT TO GET IT?



CAMBRIDGE
International Examinations

Cambridge International School



Cambridge International Examinations
Cambridge International General Certificate of Secondary Education

CANDIDATE
NAME

CENTRE
NUMBER

CANDIDATE
NUMBER

GEOGRAPHY

0460/01

Paper 1 Geographical themes
SPECIMEN PAPER

For Examination from 2016

1 hour 45 minutes

Candidates answer on the Question Paper.

Additional Materials: Calculator
Ruler

READ THESE INSTRUCTIONS FIRST

Write your Centre number, candidate number and name in the spaces provided.
Write in dark blue or black pen.
You may use an HB pencil for any diagrams, graphs or rough working.
Do not use staples, paper clips, glue or correction fluid.
DO NOT WRITE IN ANY BARCODES

Write your answer to each question in the space provided.
If additional space is required, you should use the lined pages at the end of this booklet. The question number(s) must be clearly shown.

Answer **three** questions, each from a different section.

The Insert contains Photographs A, B and C for Question 2, Photograph D for Question 3 and Figs 8A and 8B for Question 5.

Sketch maps and diagrams should be drawn whenever they serve to illustrate an answer.

At the end of the examination, fasten all your work securely together.
The number of marks is given in brackets [] at the end of each question or part question.

OUR COMPETITORS

PIANO DI STUDI	I	II	III	IV	V
Lingua e letteratura italiana	4	4	4	4	4
Lingua e cultura latina	3	3	3	3	3
Storia e geografia	3	3			
Storia			2	2	2
Lingua e cultura inglese	3	3	3	3	3
Filosofia			3	3	3
Matematica	5	5	4	4	4
Fisica	2	2	3	3	3
Scienze naturali	2	2	3	3	3
Disegno e storia dell'arte	2	2	2	2	2
Scienze Motorie e Sportive	2	2	2	2	2
Religione cattolica	1	1	1	1	1
ORE SETTIMANALI	27	27	30	30	30

LICEO CLASSICO TRADIZIONALE					
	1° biennio		2° biennio		3° anno
MATERIE	Classe 1	Classe 2	Classe 3	Classe 4	Classe 5
LINGUA E LETTERATURA ITALIANA	4	4	4	4	4
LINGUA E LETTERATURA LATINA	5	5	4	4	4
LINGUA E LETTERATURA GRECA	4	4	3	3	3
LINGUA E LETTERATURA INGLESE	3	3	3	3	3
STORIA E GEOGRAFIA	3	3	-	-	-
STORIA	-	-	3	3	3
FILOSOFIA	-	-	3	3	3
MATEMATICA	3	3	2	2	2
FISICA	-	-	2	2	2
SCIENZE NATURALI	2	2	2	2	2
STORIA DELL'ARTE	-	-	2	2	2
SCIENZE MOTORIE	2	2	2	2	2
RELIGIONE	1	1	1	1	1
TOTALE	27	27	31	31	31

Offerta curriculare aggiuntiva

Finanza ed economia	2	2	1	1	/
Laboratorio di chimica e fisica	1	1	/	/	/
Scienze della metodologia della ricerca	/	/	1*	1*	/
Valutazione orale	2	2	/	/	/
Totale ore	32	32	31	31	31

advantages	disadvantages
We learn better the single subjects	High prices
You become responsible	Higher number of study hours at home and at school
A more stimulating environment	More selective environment

SERVICES AND FACILITIES

- The chappel
- Infermery and phsychologist
- Sport center
- School cantine
- Bar
- Digital school
- Delivery service
- Uniforms and gadgets



CLASSIC AND SCIENTIFIC

Physics

Maths

Arts

Scientific



Classic



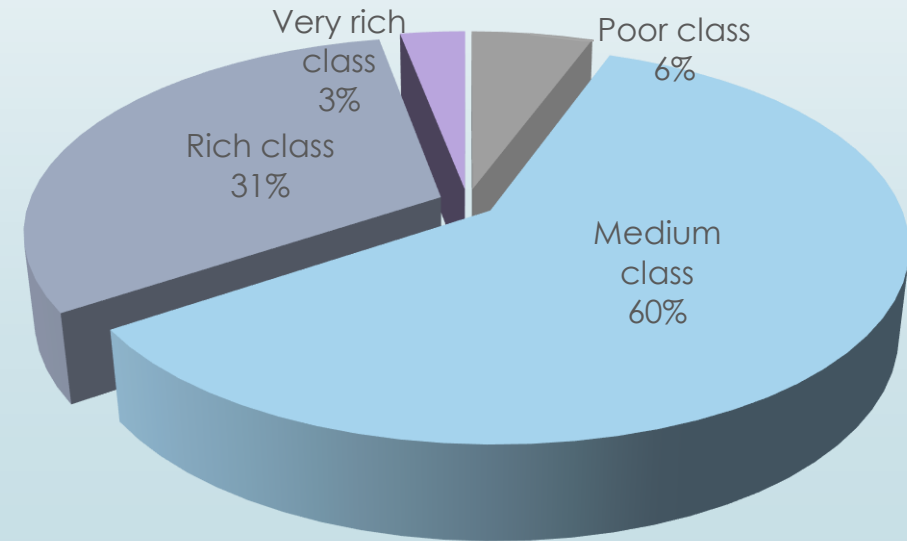
Latin

Greek

STATISTICS



- In the middle schools of Bergamo there are 31,097 students.
- 5,6% of the families are too poor to afford this schools.
- About 60% of the families would need to commit some sacrifices to afford to send their children in this school.
- Our potential customers are the 34% of Bergamo families



■ Poor class ■ Medium class ■ Rich class ■ Very rich class



Thank you for your attention

By Beatrice Bani, Dora Scarpelli, Guido Vicentini, Marco Serra, Niccolò Hagen