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|  | **Course: ReFLAME Your English for…** | | | | |
| **Course status predmeta** | | **Semester** | **No. of ECTS credits**[[1]](#footnote-1) | **Duration/No. of classes** | |
| **Mandatory** | | VII | 2 out of 5 | 4h per day/53 | |
| **Level**: B2/C1 at CFR | | | | | |
| **Prerequisites: English for Tourism 1 and English for Tourism 2 – B2 level at CFR** | | | | | |
| **Course learning objectives:**  Students will learn:  - to define basic terms in copywriting, list different parts of a copy and its goals, state different models of selling a product in different media (website, social media, email, blog), repeat different storytelling techniques in different settings (social media, blog, email);  -to identify different parts of a copy along with its goals, select appropriate vocabulary for different copies to appear in different contexts (social media, blog, email), choose and employ the appropriate model to fit different purposes (an ad in Facebook, blog on website, post on Instagram),  - to compare and contrast different tourism and hospitality copies, differentiate their parts and purposes, examine its outreach and test his/her own copies on social media  - to select a target audience and construct its profile, develop the vocabulary the target audience may use, and design a landing page for a tourism and hospitality product or service  - to use different storytelling techniques to tell a story that sells – employed for websites and blog writing.  - to write landing page offer, website, blog, email - newsletter, Facebook ad, Facebook and Instagram posts to help raise visitor’s awareness, engage in conversation and nurture a relationship with potential prospects, and ultimately, sell a product or service. | | | | | |
| **Lecturer: Milena Lukšić Đurović** | | | | | |
| **Teaching methods: communicative approach with task-based and computer-assisted learning methods** | | | | | |
| **INTENSIVE SUMMER SCHOOL COURSE CONTENT:** | | | | | |
| **Day 1** | Unit 1  (1)Definition of copywriting, copywriter and copy, identification of copy parts and its purposes, copy models used to attract attention and sell a product or service,  (2)Raising awareness to language of tourism and hospitality for marketing purposes as a multi-sensory language, its characteristics and the blend between the verbal and the visual on the page to create a lasting effect on a reader  Hands-on workshop>  (3) Introduction to computer software to analyse large corpora consisting of different tourism and hospitality texts to identify common nouns, verbs, adjectives and adverbs. | | | | |
| **Day 2** | Unit 2  (1) What is USP, what formula USP follows, how USP can be applied to tourism and hospitality (and even to student’s job application or job interview)  (2) How ideal customer characteristics relate to the choice of words used in a copy  Hands-on workshop>  (3) Analysis of large corpora of tourism and hospitality texts to find out: the grammar of noun phrase and verb phrase | | | | |
| **Day 3** | Unit 3  (1) Copywriting formulas to create a content that sells:  Hero’s Journey  Future Pacing  (2) Importance of Call-to-action at the end of each copy  Hands-on workshop>  (3) Analysis of different texts to identify the applied formulas, copy parts and its purposes.  Close analysis of a language and grammar employed – focus on types of clauses in tourism and hospitality texts. | | | | |
| **Day 4** | Unit 4  (1) Copywriting formulas to create a content that sells:  Before-After + Bridge Formula  Trouble-Retreat Formula  (2) Importance of Social Proof in Tourism and Hospitality Copies  Hands-on workshop>  (3) Analysis of different texts to identify the applied formulas, copy parts and its purposes.  Close analysis of a language and grammar employed – focus on types of clauses in tourism and hospitality texts. | | | | |
| **Day 5** | **Unit 5**  (1) Reading about the website presenting a coastal destination , identifying the copy parts and understanding its purposes (why the website has the outline it has), describing buying persona profile(s), selecting USP(s), learning how to translate features of a destination into benefits and then, how to choose the best ones and point them to the reader.  Hands-on workshop>  (2) Identifying and selecting the most frequently used nouns, verbs and adjectives in coastal destination websites, making a vocabulary list for future reference to consult when writing our own copy. Choosing a copywriting formula and making a first draft of a website copy. Checking together the copies for their good and bad sides. | | | | |
| **Day 6** | Unit 6  (1) Reading about the website presenting a coastal hotel , identifying the copy parts and understanding its purposes (why the website has the outline it has), describing buying persona profile(s), selecting USP(s), learning how to translate features into benefits and then, how to choose the best ones and point them to the reader.  Hands-on workshop>  (2) Identifying and selecting the most frequently used nouns, verbs and adjectives in a coastal hotel websites, making a vocabulary list for future reference to consult when writing our own copy. Choosing a copywriting formula and making a first draft of a website copy. Checking together the copies for their good and bad sides. | | | | |
| **Day 7** | Unit 7  (1)Reading about Facebook ads – the reasons, its importance in boosting the sales, what to include, what to exclude, the essential parts (why good headline and benefits are must-haves and where in the Facebook copy they are positioned), the number of characters allowed or Facebook will cut you off, etc.  Hands-on workshop>  (2) Using verbs or adjectives to introduce the hotel Facebook ad in order to attract the attention (Want….? Eager to…? Keen on ….? How good …? and providing benefits for staying in your hotel.  Tips and tricks for well-rounded Facebook ad copy.  Students writing several drafts –each pointing out a different offer. | | | | |
| **Day 8** | **Unit 8**  Reading and analyzing various Instagram posts of different 5\* hotels – essential parts, call-to-action, reasons for using Instagram as social media in tourism and hospitality, target audience and message adaptation.  Hands -on workshop>  Using software to extract the most frequent occurrences of different verbs, nouns, adjectives and adverbs in Instagram posts corpus.  Creating vocabulary lists for self-reference. Grammar in focus – conversational grammar.  Creating an Instagram post plan for a week.  Formulating 5 different posts for each day in the week and matching it to a visual that can be found on unsplash.com - free-to-use professional photographs website. | | | | |
| **Day 9** | Unit 9  Reading about Facebook posts  Reading and analysing various Facebook posts of different 5\* hotels – essential parts, call-to-action, reasons for using Facebook as social media in tourism and hospitality, target audience and message adaptation.  Hands -on workshop>  Using software to extract the most frequent occurrences of different verbs, nouns, adjectives and adverbs in Facebook posts corpus.  Creating vocabulary lists for self-reference. Grammar in focus – conversational grammar.  Creating a Facebook post plan for a week.  Formulating 5 different posts for each day in the week and matching it to a visual that can be found on unsplash.com - free-to-use professional photographs website. | | | | |
| **Day 10** | Final project Showcase – Presentation of student’s individual projects and their compilation of different copies. | | | | |
| **Literature:**  **Lukšić-Đurović, Milena (forthcoming). ReFLAME Your English for Copywriting in Tourism and Hospitality.**  **Albrighton, Tom (2020). *Copywriting Made Simple: How to write powerful and persuasive copy.* Norwich: ABC Business Communications Ltd.** | | | | | |
| **Special remarks: Students need to spend one additional hour writing at home as a part of their homework which leads to their portfolio of different copies compilation to showcase to their future employers.** | | | | | |
| **Learning outcomes:**  **The readers will be able to:**   * Identify and understand which verbal techniques and language structures are used in tourism and hospitality promotional texts and for what reasons in order to cater to various target audience profiles. * use the storytelling techniques and formulas to build trust and nurture relationship with a potential customer and help them finalize the purchase (make a reservation in a hotel or pick a destination that is being offered), * Employ the words and phrases commonly used in tourism and hospitality to promote a coastal destination or a hotel, experiment with them and formulate their own pieces of writing. * Create, write and compile a portfolio of various tourism- and hotel-related business communication messaging (copies for hotel website, landing page, Facebook and Instagram sponsored advertisements, Facebook or Instagram hotel businesses posts) so that they can showcase their copywriting abilities and possibly get chance to be hired by tourism and hospitality businesses. | | | | | |

1. Za one koji imaju mogućnost da dodijele ECTS kredite, osim za UCG. [↑](#footnote-ref-1)