



CBHE Project  
"Reforming Foreign Languages  
in Academia in Montenegro"  
ReFLAME

Co-funded by the  
Erasmus+ Programme  
of the European Union



# Certificate of Completion

This is to certify that

**Aleksandra Govedarica**

has successfully completed  
an English for Copywriting in Tourism and Hospitality Course (level: B2/C1.1)  
as part of the Erasmus+ ReFLAME project  
at the Mediterranean University.



Period of attendance: June – July 2021

Number of contact hours: 53

Prof. dr Igor Lakić  
PROJECT COORDINATOR

Milena Lukšić Đurović, MA  
COURSE INSTRUCTOR





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# Certificate of Completion

This is to certify that

**Jelena Pejović**

has successfully completed  
an English for Copywriting in Tourism and Hospitality Course (level: B2/C1.1)  
as part of the Erasmus+ ReFLAME project  
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PROJECT COORDINATOR

Milena Lukšić Đurović, MA  
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# Certificate of Completion

This is to certify that

**Marija Ivanović**

has successfully completed  
an English for Copywriting in Tourism and Hospitality Course (level: B2/C1.1)  
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# Certificate of Completion

This is to certify that

**Milica Vučinić**

has successfully completed  
an English for Copywriting in Tourism and Hospitality Course (level: B2/C1.1)  
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# Certificate of Completion

This is to certify that

**Dijana Radonjić**

has successfully completed  
an English for Copywriting in Tourism and Hospitality Course (level: B2/C1.1)  
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# Certificate of Completion

This is to certify that

**Tamara Đuretić**

has successfully completed  
an English for Copywriting in Tourism and Hospitality Course (level: B2/C1.1)  
as part of the Erasmus+ ReFLAME project  
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Number of contact hours: 53

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PROJECT COORDINATOR

Milena Lukšić Đurović, MA  
COURSE INSTRUCTOR





# Learning Outcomes

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MEDITERRANEAN  
UNIVERSITY

## *English for Copywriting in Tourism and Hospitality* – B2/C1.1 level

After successfully completing the course, the student will be able to:

1. say what copywriting and a copy are and what job roles a copywriter performs
2. 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 needs.
3. use different 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) ,
4. 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.
5. create, write and compile a portfolio of various tourism- and hotel-related business communication messaging (e.g. copies for a hotel landing page, Facebook and Instagram sponsored advertisements, Facebook or Instagram hotel businesses posts) so that they can showcase their copywriting abilities and get a chance to be hired by tourism and hospitality businesses.