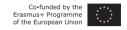




CBHE Project
"Reforming Foreign Languages
in Academia in Montenegro"
ReFLAME



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.

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Period of attendance: June – July 2021 Number of contact hours: 53

Prof.dr Igor Lakíć PROJECT COORDINATOR







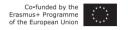




CBHE Project

"Reforming/Forejgn Languages
in Academia in Montenegro"

/ ReFLAME



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
at the Mediterranean University.

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Period of attendance: June – July 2021 Number of contact hours: 53

Prof.dr Igor Lakíć PROJECT COORDINATOR







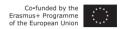




CBHE Project

"Reforming Foreign Languages
in Academia in Montenegro"

RefLAME



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)
as part of the Erasmus+ReFLAME project
at the Mediterranean University.

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Period of attendance: June – July 2021 Number of contact hours: 53

Prof.dr Igor Lakíć PROJECT COORDINATOR







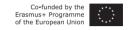




CBHE Project

"Reforming Foreign Languages
in Academia in Montenegro"

RefLAME



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)
as part of the Erasmus+ReFLAME project
at the Mediterranean University.

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Period of attendance: June – July 2021 Number of contact hours: 53

Prof.dr Igor Lakíć PROJECT COORDINATOR



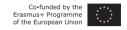








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"Reforming Foreign Languages
in Academia in Montenegro"
ReFLAME



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)
as part of the Erasmus+ReFLAME project
at the Mediterranean University.

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Period of attendance: June – July 2021 Number of contact hours: 53

Prof.dr Igor Lakíć PROJECT COORDINATOR







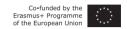




CBHE Project

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RefLAME



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
at the Mediterranean University.

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Period of attendance: June – July 2021 Number of contact hours: 53

Prof.dr Igor Lakíć PROJECT COORDINATOR







Learning Outcomes



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.