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WP Type	2.6.2.

University of Kragujevac

Faculty of Hotel Management and Tourism in Vrnjačka Banja

STUDENT RECRUITMENT AND ENROLLMENT CAMPAIGN 2015/16  
POSTGRADUATE PROGRAMME

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**Project task:**

**2.6.1. Student recruitment and enrollment plan**

**Description of project task:**

This activity comprises measures for promoting the redesigned and developed study programs. Promotion of study programs will be conducted through series of presentations at secondary schools in region/county/district where the UNIKG is situated, media presence and via official Internet sites. Beside this, an Information booklet will be designed, containing all the necessary information about curricula, admission exam, important dates and other relevant issues.

**Description of outcomes:**

UNIKG has promoted redesigned and newly developed study programs under the TEMPUS project. Presentations were conducted in secondary schools throughout Serbia, especially in the region where the UNIKG is located. All the information was presented on the internet site, in the booklet, as well as in the media.

This report is the result of joint work of staff at the Faculty of Hotel Management and Tourism in Vrnjačka Banja University of Kragujevac.

**2.6.2. Enrolled students**

**Description of project task:**

Enrollment of students follows the accreditation process. UNIKG shall undertake all necessary steps for this action: call for enrollment, preparation and organization of admission exam, enrollment of students. Student admission will be conducted according to the admission procedure valid for existing study programs.

**Description of outcomes:**

Following the accreditation process UNIKG has undertaken all necessary steps for enrollment of students: prepared call for enrollment, prepared and organized admission exam, and at the end enrolled students. Student admission was conducted according to the admission procedure valid for existing study programs.

This report is the result of joint work of staff at the Faculty of Hotel Management and Tourism in Vrnjačka Banja University of Kragujevac.

## Modernization and Harmonization of Tourism Study Programs in Serbia, 544543-TEMPUS-1-2013-1-RS-TEMPUS-JPCR

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As part of promotional activities, in addition to promoting graduate study programs at the undergraduate level, are activities related to the promotion of academic master studies.

In order to implement advertising campaign a team was formed for the promotion and two more teams for plan and work program.

The team members are:

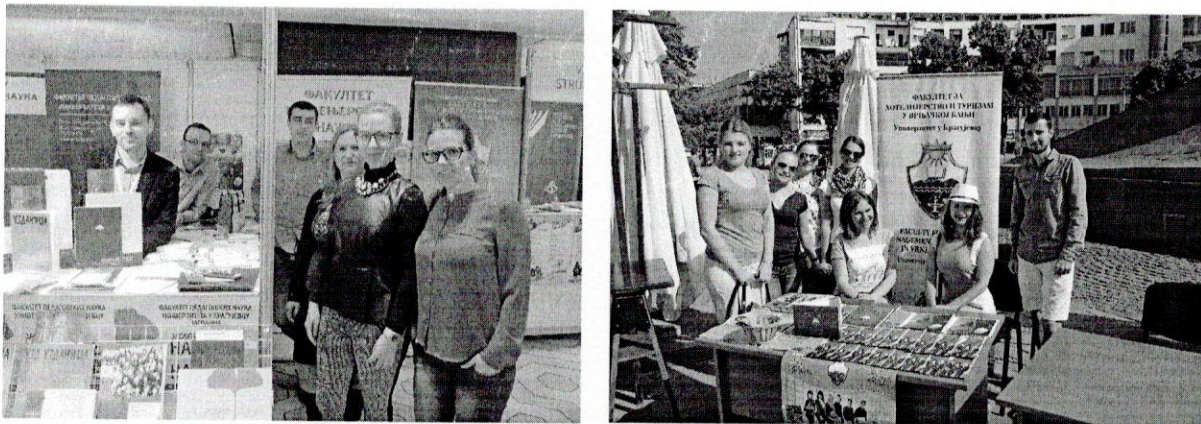
Jelena Petrovic  
Tijana Stamenic  
Milena Podovac  
Jasmina Ognjanovic  
Dejan Sekulic  
Miljan Lekovic  
Vesna Milovanovic

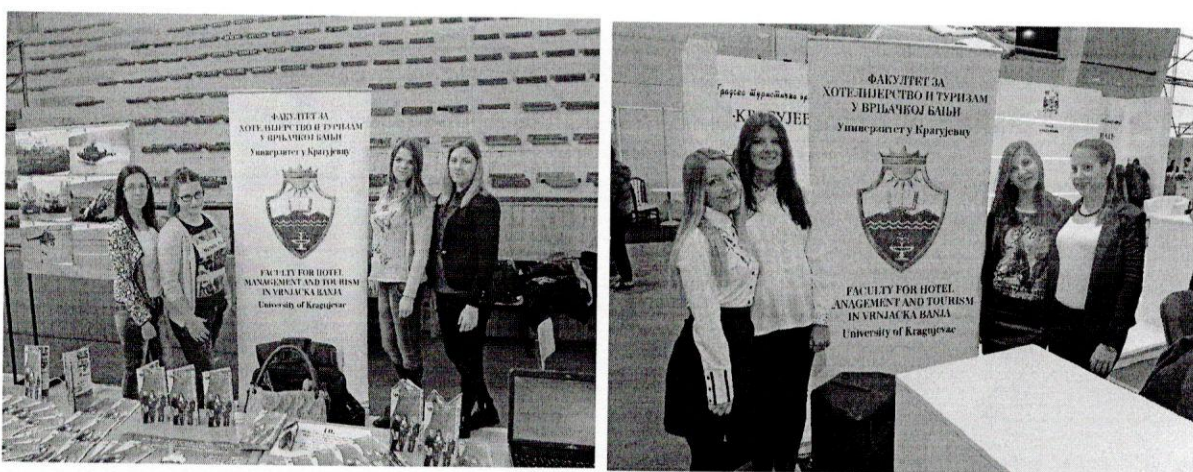
Plan and program of work includes informing senior students, tourism workers in hotels, travel agencies, tourism organizations, specialized hospitals, public institutions, promotion through the media, website, social networks and participation in numerous exhibitions education, tourism fairs, and many other tourist events.

During the advertising campaign we organized INFO Day for the students of the fourth year of the Faculty in order to inform them in detail about the programs of study and the studying conditions.

During the event Open days that lasted throughout the academic year, all potential students have been given the opportunity to be informed about all study programs.

We participated in the Tourism Fair in Kragujevac and Belgrade Tourism Fair.

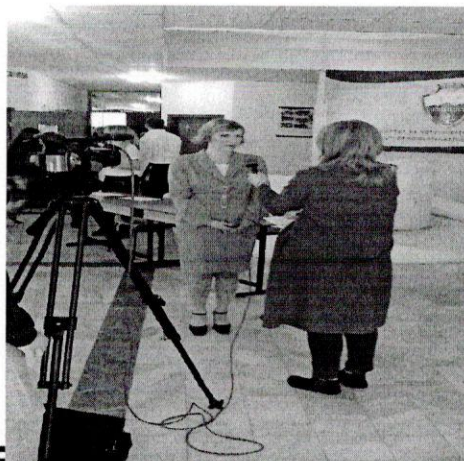
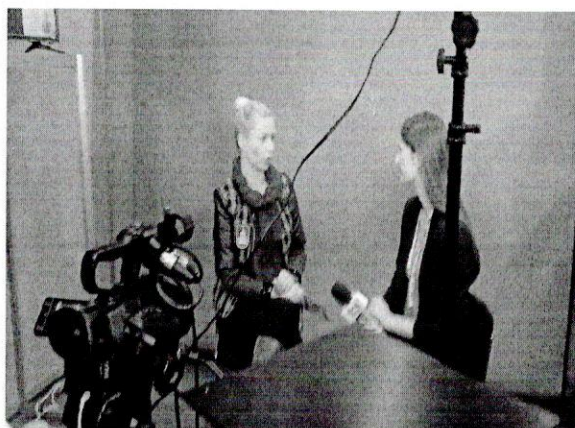




On education fairs in Krusevac, Lazarevac, Kraljevo, Pozarevac, Cacak, Belgrade (Edu fair), tourist events such as "Caravan My Serbia" in Kraljevo and Kragujevac, the event "Tourism Publication" in Krusevac, Carnival in Vrnjaska Banja have bolstered the promotion of master and doctoral studies.

During the advertising campaign numerous media houses reported about the current developments at the university:

- RTV V.Banja
- RTV „K9“-Kragujevac
- RTV“Galaksija“-Čačak
- RTV“Kragujevac“-Kragujevac
- RTV“Kraljevo“-Kraljevo
- RTV“Melos“-Kraljevo
- RTV“Jefimija“-Kruševac
- RTV“Raška“
- RTV Paracin
- RTV Tutin
- RTS (correspondent services in KG & KV)
- Radio appearance-Studio B radio and TDI.



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Vacancies for enrollment at the master's and doctoral studies have been published in the daily newspaper "Politika".

All events at the Faculty are being published on the university's website as well as on the popular social network Facebook. Informations about the Faculty are available at Infostud and the Belgrade Open School.

[https://www.facebook.com/fakultet.hit/?ref=aymt\\_homepage\\_panel](https://www.facebook.com/fakultet.hit/?ref=aymt_homepage_panel)

<http://www.hit-vb.kg.ac.rs/>

<https://www.youtube.com/watch?v=QNJw8rHQPA>

Enrolled students:

Out of the 37 candidates 28 were enrolled on the Management in tourism and 9 on the Management in hospitality study program.

Total: Female 26

Male 11