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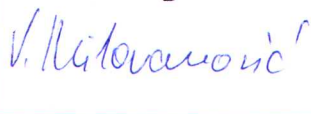
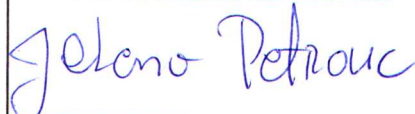


WORK PACKAGE	7
WP Type	7.2
WORK PACKAGE	8
WP Type	8.3

University of Kragujevac

Faculty of Hotel Management and Tourism in Vrnjačka Banja

REPORT ON DESIGNED AND PRINTED PROMO MATERIAL AND
MEDIA PRESENCE

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November 2016.

Vrnjačka Banja

Project task:

7.2. Designed and printed promo material

Description of project task:

Suitable promotional material, such as leaflets, flayers, notebooks, brochures, folders, pencils, etc. will be designed and printed in order to promote the project. The project logo will be prominences on all the publications, posters, promotive and teaching material and all other products. Every higher education institution from Serbia will arrange series of presentations, articles and announcements in local media (TV, radio, newspaper) in order to to inform the target groups about project.

Description of outcomes:

UNIKG has designed promotional materials (leaflets, notebooks, folders, pencils, etc.) which was printed with the project logo. Also, UNIKG has been present in different media series promoting the project.

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

8.3. Printed leaflets and media presence

Description of project task:

Suitable promotional material, such as leaflets, flayers, notebooks, brochures, folders, pencils, etc. will be designed and printed in order to promote the project and project outcomes. The project logo will be prominences on all the publications, posters, promotive and teaching material and other products realized within the project. Every partner institutions from Serbia will arrange series of presentations, articles and announcements in local media (TV, radio, newspaper).

Description of outcomes:

UNIKG has designed and printed promotional material with the project logo and held a series of presentations, articles and announcements in 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.

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

Within the TEMPUS project „Modernization and Harmonization of Tourism study programmes in Serbia“ 544543-TEMPUS-1-2013-1-RS-TEMPUS-JPCR, the Faculty of Hotel Management and Tourism in Vrnjačka Banja University of Kragujevac has established cooperation with media houses which were reporting during the year of all the current events and activities at the Faculty, organized within the TEMPUS project.

Promotion of study programs, professional practice, workshops, guest lecture and other activities were recorded as part reportage, appearances in TV shows, radio inclusions as well as in press media.

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 Paraćin
- RTV Tutin
- RTS (correspondent services in KG & KV)
- Radio appearance-Studio B radio and TDI.



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Press media:

- “Politika“
- „Vrnjačkenovine“
- „Blic“

Information about all events organized at the Faculty within the TEMPUS project have been published on the Faculty's website as well as on the popular social network Facebook. Information about the Faculty are available at Infostud and the Belgrade Open School.

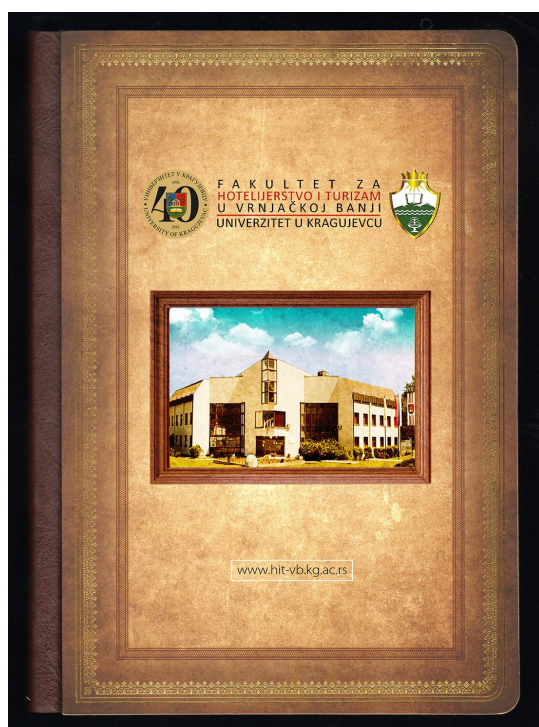
The advertising campaign was accompanied by promo materials – Flyers (Health Tourism study program at the undergraduate and master academic studies) and Informer. Also, workshops and other promotional activities were accompanied by folders, pencils, notebooks, planners, calendars, bags, pendants, card holders, clocks, USB, certificates, book markers.

The Appendix 1 contains photo gallery of printed promotional material.

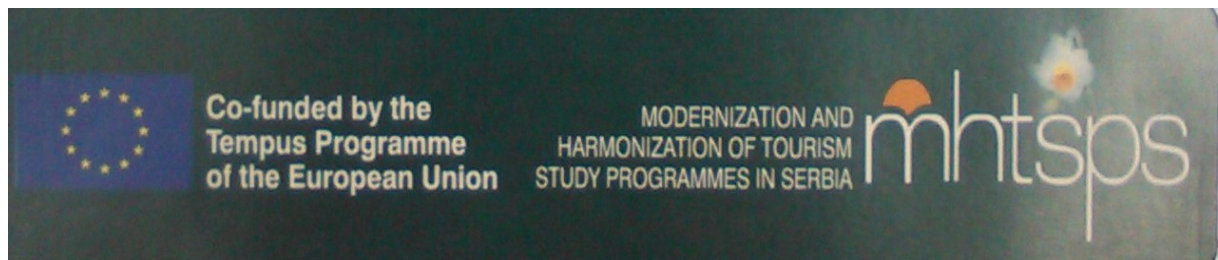
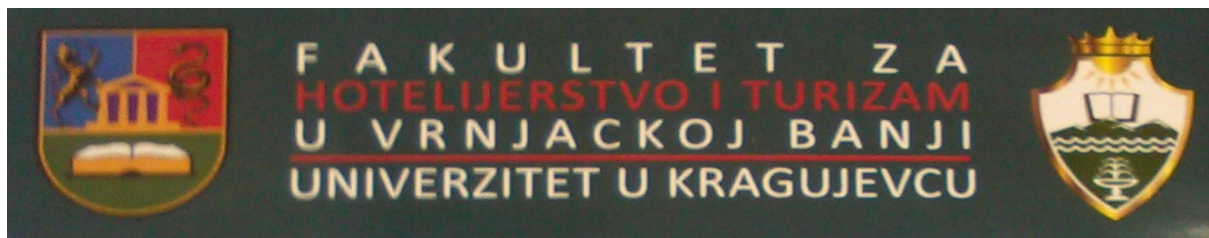
Appendix 1 – Photo gallery of printed promotional material



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