

Dr Georgia Stavraki

BSc (Hons), MSc, PhD, FHEA
Department of Organization Management, Marketing and Tourism
International Hellenic University, Greece
E-mail: stavrakig@ihu.gr

ACADEMIC POSITIONS

- | | |
|-------------------------------|---|
| Mar. 2024 – Present | Assistant Professor in Marketing
Department of Organization Management, Marketing and Tourism,
International Hellenic University, Greece |
| Aug. 2021 – Sept. 2023 | Senior Lecturer in Marketing
Department of Marketing, Surrey Business School, University of Surrey,
United Kingdom |
| Feb. 2017 – July 2022 | Programme Director of the MSc in Strategic Marketing
Department of Marketing, Surrey Business School, University of Surrey,
United Kingdom |
| Jan. 2016 – July 2021 | Lecturer in Marketing
Department of Marketing, Surrey Business School, University of Surrey,
United Kingdom |
| Sep. – Dec. 2015 | Associate Lecturer in Marketing
Department of Marketing, Oxford Brookes Business School, Oxford
Brookes University, United Kingdom |

EDUCATION

- | | |
|-------------|--|
| 2019 | Graduate Certificate in Learning and Teaching (2018 – 2019)
Department of Higher Education, University of Surrey, United Kingdom
Grade: 77% (<i>Distinction</i>)
Fellow of the UK Higher Education Academy (since 2019) |
| 2015 | PhD in Consumer Behaviour (2011 – 2015)
School of Economics, Aristotle University of Thessaloniki, Greece
Grade: <i>Excellent</i> (Outright pass)
Dissertation: “Consumers’ multiple identity positions and the creation of polyphonic identity narratives through contemporary art consumption” |
| 2010 | MSc in Informatics and Management (2008 – 2010)
Schools of Economics and Informatics, Aristotle University of Thessaloniki, Greece |

Grade: 9.44/10 (*Distinction*)

2007 BSc in Economics (2003 – 2007)

School of Economics, Aristotle University of Thessaloniki, Greece

Major in Business Administration

Grade: 7.88/10

Graduated 2nd out of 126 students (top 1%)

AWARDS AND SCHOLARSHIPS

- 2021** “*Student experience with innovative assessments: The case of the photo-elicitation arts-based method*”, Principal Investigator Georgia Stavraki. Successful internal grant, University of Surrey New Learning and Teaching Project Funding for developing and evaluating teaching practice, University of Surrey, United Kingdom.
- 2017** Best conference paper award for the “*From ear to eye’: Discerning the multiplicity in consumers’ selves through collage visual data*”, 5th International Conference on Contemporary Marketing Issues (ICCMi).
- 2014** PhD research scholarship, Research Committee, Aristotle University of Thessaloniki, Greece.
- 2010** Bursary granted by King’s College London to present the paper titled “*The act and ‘art’ of appropriation: A case study of Joan Miro consumption*” in the 9th International Colloquium on Arts, Heritage, Nonprofit and Social Marketing.
- 2009** Scholarship granted for excellent academic performance, School of Informatics, Aristotle University of Thessaloniki, Greece.
- 2007** Ranked 2nd out of 126 students in the graduation ceremony of the Department of Economics, Aristotle University of Thessaloniki, Greece.
- 2004** Scholarship granted for excellent academic performance, Greek Foundation of Scholarships, Greece.

RESEARCH

Refereed articles in journals

1. Stavraki, G., Plakoyiannaki, E. and Jaspersen, L. J. (2026). From Cutting Edges to the Cutting Edge: Knowing and Theorizing Through Collage Inquiry. *British Journal of Management* (ABS 4*) <https://doi.org/10.1111/1467-8551.70096>

2. Kitsos, S., Giannopoulos, A., Christou, E., Papatheodorou, A., Stavraki, G. and Triantafyllidis, G. (2026). Theorizing aviation tourism beyond a systematic review: New grounds for General Aviation. *Journal of the Air Transport Research Society* <https://doi.org/10.1016/j.jatrs.2026.100124>
3. Stavraki, G., Anninou, I., Pitardi, V. and Plakoyiannaki, E. (2025). Emotions and consumption experiences: An interplay of emotional states and consumer identity. *European Journal of Marketing*, 59 (13), 240-271 (ABS 3*) <https://doi.org/10.1108/EJM-02-2023-0129>
4. Elf, P., Dilmperi, A., Whitehouse, S., Stavraki G., Farmer, C. and Casey, K. (2025). Fostering impact through resonance: Collaborative methodologies in arts research. *European Journal of Marketing*, 59(6), 1554-1566 (ABS 3*) <https://doi.org/10.1108/EJM-04-2024-0342>
5. Anninou, I., Stavraki, G. and Floh, A., (2024). I can't get satisfaction: Examining the moderating role of service brand authenticity in the relationship of imperfect experiences and satisfaction. *Journal of Services Marketing*, 38(7), 839-856 (ABS 2*) <https://doi.org/10.1108/JSM-11-2023-0415>
6. Stavraki, G. and Anninou, I. (2022). Arts-based methods in business education: A reflection on a photo-elicitation project. *Management Learning*, 54(4), 531-555 (ABS 3*) <https://doi.org/10.1177/13505076221075046>
7. Plakoyiannaki, E., Stavraki, G. and Tsapi, V. (2022). The artist and the photograph: a semiotic analysis of consumers' experiences with photographs. *Qualitative Market Research*, 25(2), 256-271 (ABS 2*) <https://doi.org/10.1108/QMR-09-2021-0119>
8. Stavraki, G., Plakoyiannaki, E., Clarke J. (2018). The appropriation cycle: Novice and expert consumers. *European Journal of Marketing*, 52 (9/10), 1886-1908 (ABS 3*) <https://doi.org/10.1108/EJM-08-2017-0527>
9. Stavraki, G. (2016). Understanding consumers' relationships with contemporary artworks through identity narratives. *Journal of Service Theory and Practice*, 26 (6), 811-836 (ABS 1*) <https://doi.org/10.1108/JSTP-02-2015-0024>
10. Plakoyiannaki, E., Kampouri, A., Stavraki, G., Kotzaivazoglou, I. (2014). Family business internationalisation through a digital entry mode. *Marketing Intelligence and Planning*, 32 (2), 190-207 (ABS 1*) <https://doi.org/10.1108/MIP-01-2013-0016>

Book chapters

1. Stavraki G. (2023) Exploring the use and design process of digital collage research: A reflection on a pedagogic project. In the *SAGE Research Methods Cases: Business and Management*, SAGE publications.

2. Plakoyiannaki, E. and Stavraki, G. (2022). Qualitative research for tourism. In the Encyclopedia of Tourism Management and Marketing (ed. D. Buhalis). Edward Elgar Publishing.
<https://doi.org/10.4337/9781800377486>
3. Plakoyiannaki, E. and Stavraki, G. (2018). Collage visual data: Pathways to data analysis. In the *SAGE Handbook of Qualitative Business and Management Research Methods* (eds C. Cassell, A.L. Cunliffe, G. Grandy). SAGE Publications.
<https://uk.sagepub.com/en-gb/eur/the-sage-handbook-of-qualitative-business-and-management-research-methods/book245704>
4. Plakoyiannaki, E. and Stavraki, G. (2017) Creating solutions: Organizational processes and capabilities. In *Marketing graffiti: The writing on the wall* (ed. M. Saren). Routledge.
<https://www.routledge.com/Marketing-Graffiti-The-Writing-on-the-Wall-2nd-Edition/Saren/p/book/9781138013339>
5. Stavraki, G. (2014). Going reflective: Making sense of the process of designing a case study research under the interpretive paradigm. In *SAGE Research Methods Cases* (ed. P. Brindle). SAGE Publications.
<https://dx.doi.org/10.4135/978144627305013496531>

Educational resources: Teaching business case studies

1. Stavraki, G. and Anninou, I. (forthcoming). I feel good: The impact of museum experiences in promoting health and wellbeing, SAGE Data Challenge.
2. Stavraki, G. (2024). Intercultural management in an art museum: Using visual research to understand cross-cultural experiences, SAGE Data Challenge.
3. Anninou, J. and Stavraki, G. (2024). Strategic decision processes: Understanding the effect of cultural differences in a superstore expansion, SAGE Data Challenge.
4. Anninou, J. and Stavraki, G. (2024). Digital marketing analysis: Using web analytics and online reviews to track customer experience at a new gym, SAGE Data Challenge.
5. Anninou, J. and Stavraki, G. (2024). Tracking social media engagement: Reversing sales declines through influencer and customer behavior insights, SAGE Data Challenge.

CONFERENCE INVOLVEMENT

Conference presentations

I have disseminated my work in international academic conferences such as the *European Marketing Academy Conference* (EMAC); the *Association for Consumer Research Conference* (ACR); and the

Academy of Marketing Conference. I have served as a track chair in the *European Marketing Academy Conference* and the *Association for Consumer Research Conference*.

1. Vlachou, A. and Stavraki, G. (2025). Sustainable human resources management: Manifestations and implications for healthcare management. Paper accepted at the *5th International Conference on Health Management*, October 3-5, 2025.
2. Anninou, I., Flew, C. and Stavraki G. (2025). From Haha to Aha reactions: A netnographic study on how parody storytelling engages consumers. Paper presented at the *54th Annual Conference of the European Marketing Academy (EMAC)*, Pozuelo (Madrid), Spain, May 27-30, 2025.
3. Stavraki, G. and Anninou, I. (2024). Assessment innovation and student experience: A Case study on the use of arts-based methods. Paper presented at the *International Conference on the Management of Educational Units*, October 4-6, 2024.
4. Anninou, I. and Stavraki, G. (2024). Unravelling student experiences with arts-based assessment methods in marketing education. Paper presented at the *Academy of Marketing Conference*, United Kingdom, July 1-4, 2024.
5. Stavraki, G. (2023). Transforming Communities through Promoting Inclusive Art Consumption (track 1), The 2023 Transformative Consumer Research Dialogical Conference, *Association for Consumer Research*, United Kingdom, June 18-20, 2023.
6. Stavraki, G. and Anninou, I. (2021). The use of arts-based methods in innovative assessments in business education: Preliminary evidence from a marketing module. Paper presented at the *International Conference on Contemporary Marketing Issues (ICCMI)*, Greece, September 3-5, 2021.
7. Stavraki, G. and Plakoyiannaki, E. (2021). Escaping conventions: Theorizing from collage research. Paper presented at the *Academy of Marketing Conference*, United Kingdom, July 5-7, 2021.
8. Stavraki, G. and Anninou I. (2021). Doing, reflecting, and collaborating: An arts-based reflection on the photo-elicitation method in marketing education Paper presented at the *Academy of Marketing Conference*, United Kingdom, July 5-7, 2021.
9. Stavraki, G. and Anninou I. (2019). ‘Tell me now, how should I feel?’: Letting go or holding in emotions arising through art consumption experiences. Session chair and paper presented at the *Association for Consumer Research Conference (ACR)*, Atlanta, Georgia, October 17-20, 2019.
10. Stavraki, G. and Plakoyiannaki, E. (2018). Look who’s talking now: A case study on the movement of consumers’ multiple identity positions. Paper presented at the *17th Colloquium on Arts, Heritage, Nonprofit and Social Marketing*, Birmingham, United Kingdom, September 17, 2018.

11. Anninou I., Stavradi, G. and Yu, Y. (2018). Cultural differences on perceived crowding, shopping stress and excitement in superstores. Paper presented at the *Academy of Marketing Conference*, Stirling, United Kingdom, July 2 - 5, 2018.
12. Stavradi, G. and Plakoyiannaki, E. (2017). Meaning is movement: A visual analysis of the (trans)formation of consumers' multiple identity positions. Paper presented at the *46th Annual Conference of the European Marketing Academy (EMAC)*, Groningen, Netherlands, May 23-26, 2017.
13. Stavradi, G., Plakoyiannaki, E. and Anninou, I. (2017). 'From ear to eye': Discerning the multiplicity in consumers' selves through collage visual data. Paper presented at the *International Conference on Contemporary Marketing Issues (ICCMi)*, Thessaloniki, Greece, June 21–23, 2017.
14. Anninou, I., Liu, X., Stavradi, G. and Plakoyiannaki, E. (2017). The relationship between online customer reviews and confusion proneness. Paper presented at the *International Conference on Contemporary Marketing Issues (ICCMi)*, Thessaloniki, Greece, June 21–23, 2017.
15. Plakoyiannaki, E., Stavradi, G. and Kabouri, A. (2015). Is it like this or it look just like this? A semiotic analysis of photographic aesthetics. Paper presented at the *International Conference on Contemporary Marketing Issues (ICCMi)*, London, United Kingdom, June 18 – July 3, 2015.
16. Stavradi, G. and Plakoyiannaki, E. (2014). Understanding consumers' modes of interpersonal relationships through a dialogical perspective. Paper presented at the *International Conference on Contemporary Marketing Issues (ICCMi)*, Athens, Greece, June 18–20, 2014.
17. Stavradi, G. and Plakoyiannaki, E. (2012). Beyond material possessions: The emergence of extended self in experiential settings - insights from Toulouse Lautrec consumption. Paper presented at the *International Conference on Contemporary Marketing Issues (ICCMi)*, Thessaloniki, Greece, June 13–15, 2012.
18. Plakoyiannaki, E., Kabouri, A., Stavradi, G. and Kotzaivazoglou, I. (2012). Family firms: Going global through a digital entry mode. Paper presented at the *International Conference on Contemporary Marketing Issues (ICCMi)*, Thessaloniki, Greece, June 13–15, 2012.
19. Stavradi, G. and Plakoyiannaki, E. (2012). 'Voices in my head': Aesthetic experiences under construction-consumers' identity repertoires from Damien Hirst's exhibition. Session chair and paper presented at the *41th Annual Conference of the European Marketing Academy (EMAC)*, Lisbon, Portugal, May 22–25, 2012.
20. Stavradi, G., Plakoyiannaki, E. and Zotos, Y. (2011). From identifications to emergent identities and from experience attachment to self-extension: A case study of Toulouse Lautrec consumption. Paper presented at the *10th Anniversary International Colloquium on Arts, Heritage, Nonprofit and Social Marketing*, Leeds, United Kingdom, September 7, 2011.

21. Stavraki, G. and Plakoyiannaki, E. (2011). Pathways and outcomes of immersion: A case study of imaginative responses and personal reflections of Joan Miro's artwork. Paper presented at the *40th Annual Conference of the European Marketing Academy (EMAC)*, Ljubljana, Slovenia, May 24–27, 2011.
22. Stavraki, G. and Plakoyiannaki, E. (2011). Appropriating an artistic brand meaning: A case study of consumers' responses to Miro's exhibition. Paper presented at the *16th International Conference of Marketing Communications (CMC)*, Athens, Greece, April 27–29, 2011.
23. Stavraki, G. and Plakoyiannaki, E. (2010). The act and 'art' of appropriation: A case study of Joan Miro consumption. Paper presented at the *9th International Colloquium on Arts, Heritage, Nonprofit and Social Marketing*, London, United Kingdom, September 10, 2010.

Conference leadership

1. Gouna, O. and Stavraki, G. (2026). Reimagining health and welfare management: Inclusivity, innovation and impact. Participation in the scientific committee of the *International Conference on Health Management (ICOHEMA)*, Thessaloniki, Greece.
2. Anninou I. and Stavraki, G. (2017). Reflections on the study of emotional states in consumer behaviour. Theoretical and practical implications. Workshop organised for the *British Academy of Management (BAM) Conference*, Warwick, United Kingdom.

Invited talks

1. Stavraki, G. (2026). The use of collage as a research methodology: Depicting the Pontian identity. Presentation delivered to the *20th Anniversary Panhellenic Meeting of Pontian Youth*.
2. Stavraki, G. (2026). Contemporary Marketing Trends in Greece. Invited Keynote Speech as part of the *Money Show* organised by the *Marketing Institute* (Edeve - Management Association of Northern Greece).
3. Stavraki, G. (2025). Art experiences: The role of immersion and emotions in the museum space. Presentation delivered to the *International Symposium "Museums & Destination Experience: Challenges and Prospects,"* organized by the *Folklife and Ethnological Museum of Macedonia-Thrace*.
4. Anninou, I. and Stavraki, G. (2025). Bringing business education to life: Engaging students through the arts. Presentation delivered to the *Industry Weekly Digest* organized by the Surrey Business School.
5. Stavraki, G. and Anninou, I. (2025). Student Engagement through Photo-Elicitation: An Arts-Based Approach. Presentation delivered to the *SIG Academy of Marketing* (AM Marketing Education SIG Lunchtime Online Research Seminar Series).

6. Stavraki, G. (2025). Marketing and Communications in Tourism. Presentation delivered to the *Italian-Hellenic Chamber of Commerce of Thessaloniki*.
7. Stavraki, G. (2025). Creating unique tourism experiences. Presentation delivered to a Workshop aimed at strengthening *Entrepreneurial Discovery in the field of Experiential Tourism in the South Aegean*.

TEACHING

Teaching interests

Marketing and Consumer Behaviour, Qualitative Marketing Research, Arts/Experiential Marketing, Marketing Education

Teaching experience at the undergraduate level

- | | |
|----------------|--|
| 2024 – Present | <p>Assistant Professor in Marketing, Department of Organizations Management, Marketing and Tourism, International Hellenic University, Greece</p> <ul style="list-style-type: none"> ▪ <i>Marketing Management</i> (BSc, module convenor, 130 students, 2023/24 – Present) ▪ <i>Retail and Wholesale Marketing</i> (BSc, module convenor, 130 students, 2024/25 – Present) ▪ <i>Quality Management</i> (BSc, module convenor, 130 students, 2024/25 – 2025/26) ▪ <i>Communication Practices in Education</i> (BSc, module convenor, 30 students, 2024/25, 2026/27) |
| 2016 – 2023 | <p>Lecturer and Senior Lecturer in Marketing, Department of Marketing, University of Surrey, United Kingdom</p> <ul style="list-style-type: none"> ▪ <i>Consumer Behaviour</i> (module convenor, BSc, level 5, spring semester, 150-330 students, 2016/17 - 2021/22) ▪ <i>Marketing Communications</i> (module co-convenor, BSc, level 5, fall semester, 200-320 students, 2016/17 - 2021/22) ▪ <i>Retail Consultancy Project</i> (module co-convenor, BSc, level 6, fall semester, 10-22 students, 2016/17 - 2020/21) ▪ <i>Principles of Marketing</i> (BSc, level 4, spring semester, 30 students per seminar slot, 2016/17) |
| 2015 – 2016 | <p>Adjunct Lecturer, Department of Marketing, Oxford Brookes University, United Kingdom</p> <ul style="list-style-type: none"> ▪ <i>Customer Experience Management</i> (BSc, level 5, fall semester, 30 students per seminar slot, 2015/16) |

Teaching experience at the postgraduate level

- 2023 – Present Assistant Professor in Marketing, Department of Organizations Management, Marketing and Tourism, International Hellenic University, Greece
- *Marketing* (MBA, module convenor, fall semester, 45 students, 2023/24-present)
 - *Education Marketing* (MSc, fall semester, 150 students, 2025/26-present)
 - *Research Methods* (MSc, module convenor, fall semester, 20 students, 2024/25-present)
 - *Research Methodology in Health & Welfare Units* (MSc, module convenor for qualitative methodologies, fall semester, 150 students, 2024/25-present)
 - *Statistical Analysis and Educational Research* (MSc, module convenor for qualitative methodologies, fall semester, 150 students, 2024/25-present)
- 2016 – 2023 Lecturer and Senior Lecturer in Marketing, Department of Marketing, University of Surrey, United Kingdom
- *Consumer Behaviour* (MSc, module convenor, spring semester, 20-90 students, 2015/16 – 2021/22)
 - *Relationship Marketing* (MSc, module co-convenor, spring semester, 30 students, 2016/17)
 - *Applied Marketing Research* (MSc, module co-convenor, spring semester, 70 students, 2015/16)
 - *Dissertation in Marketing and Retail Management* (MSc, 20% of the module, 40 students, 2019/20)
 - *Marketing Theory* (PhD, delivery of one lecture to PhD students per year, 2016/17, 2018/19, 2020/21)
- 2011 – 2014 Teaching Assistant, Department of Economics, Aristotle University of Thessaloniki, Greece
- *Consumer Behaviour* (MSc, 25 students)

MSc dissertation supervision

I have successfully supervised to completion 65 dissertations in the *MSc in Marketing Management*, *MSc in Strategic Marketing*, *MSc in Digital Marketing and Channel Management*, and *MSc in International Marketing*, at Surrey Business School, University of Surrey. I also supervise dissertations in the Master in Business Administration PGT programme at International Hellenic University, Greece.

Course and curriculum development

In my capacity as Lecturer and Senior Lecturer in Marketing at Surrey Business School:

- I successfully led the development and curriculum design of the MSc in Strategic Marketing programme. I had also successfully led the Curriculum Development Review (CDR) of the MSc in Strategic Marketing programme.

- I redesigned, developed, and taught various modules both at the undergraduate and postgraduate level.

ACADEMIC ADMINISTRATION

- Programme Director of the *MSc in Strategic Marketing*, University of Surrey from February 2017 to July 2022. I have successfully led the Curriculum Development Review (CDR) of the MSc in Strategic Marketing programme. I have successfully worked for the AACSB accreditation and development of the Assurance of Learning (AoL) plan of the programme. I have successfully represented the programme in various occasions and validation panels.

ACADEMIC LEADERSHIP AND SERVICE

Reviewer for academic journals

British Journal of Management, Management Learning, Journal of Business Research, Journal of Marketing Management, International Journal of Entrepreneurial Behavior & Research, Journal of Consumer Behaviour, Management Decision, International Journal of Internet Marketing and Advertising, Journal of Sustainable Marketing

Academic Service

- | | |
|-------|--|
| 2025- | Co-editor of the <i>International Journal of Contemporary Education Theory and Research</i> . |
| 2026 | Special Issue Guest editor: Anninou, I., Stavradi G. and Khan, J. (2026): AI in Higher Education: Teaching and Learning in an AI-powered world. <i>Journal of Contemporary Education Theory and Research</i> . |

External Examiner at Other Universities

- | | |
|-----------------------|--|
| Sep. 2022 – Sep. 2026 | External Examiner for the <i>BSc Digital Marketing</i> , delivered by Algebra Bernays University, Croatia, under the validation partnership with <i>Goldsmiths, University of London</i> , UK. |
| Sep. 2022 – Sep. 2026 | External Examiner for the <i>Professional Undergraduate Programme in Digital Marketing</i> , delivered by Algebra Bernays University, Croatia, under the validation partnership with <i>Goldsmiths, University of London</i> , UK. |
| Sep. 2022 – Sep. 2026 | External Examiner for the <i>Professional Graduate Programme in Digital Marketing</i> , delivered by Algebra Bernays University, Croatia, under the validation partnership with <i>Goldsmiths, University of London</i> , UK. |

COURSES & SEMINARS

- 2023**
- “*Embedding graduate employability skills in the marketing/business curriculum*”, Academy of Marketing (Marketing Education SIG), January 12, 2023.
 - “*Creating, capturing and communicating research impact workshop*”, University of Surrey and Research Impact Academy, February 6 & 8, 2023.
 - “*Empowered educator: Embracing a new college classroom!*” Sessions attended: Revamping & Revitalizing Your Teaching, Alternative Assessment Ideas for All Your Courses, Escape the Standard Lectures with Escape Rooms, Using Technology to Engage Students in an Online Course, Cengage Events February 14-15, 2023.
 - “*Student engagement (with learning and teaching)*”, University of Surrey, March 8, 2023.
- 2021**
- “*Digital disruption: The future role of artificial intelligence*”, Surrey Business School, February 3, 2021.
 - “*Online classroom engagement*”, Surrey Business School, February 3, 2021.
 - “*Metaphors and illness*”, School of Psychology, University of Surrey, February 23, 2021.
- 2020**
- “*Active digital design sprint*”, Surrey Business School, July 6-10, 2020.
- 2015**
- “*Foundations of teaching and learning*”, Coursera Online Courses, Grade: 78%, Sept-Oct 2015.
- 2012**
- “*KATAJA course methodological issues in international business research*”, School of Economics, Aalto University, Helsinki, Finland, March 5-9, 2012.

PROFESSIONAL EXPERIENCE

- | | |
|--|---|
| June 2013 – June 2015 | Social media content creator: Advisor and administrator for the Greek Marketing Academy’s website. |
| June 2009 – Sep. 2009
& June 2008 – Sep. 2008 | Front office staff and gallery supervisor at the <i>2nd Thessaloniki Biennale of Contemporary Art</i> and “ <i>No borders just N.E.W.S.</i> ”, Thessaloniki Center of Contemporary Art, Thessaloniki, Greece. |

COMPUTER SKILLS

SPSS, MS Windows, MS Office, Panopto Lecture Capture, Zoom.

LANGUAGES

- Greek, Mother Tongue
- English, Fluent (City & Guilds Level 3, Mastery C2)