



**iscpa!**

JOURNALISME  
COMMUNICATION  
PRODUCTION

GROUPE  
**IGENSIA**  
EDUCATION

# **SPORTS & MEDIA**

## **FALL SEMESTER**

**BEHIND THE SCENES  
OF SPORTS MEDIA**

**12 WEEKS CLASS : FROM SEPTEMBER 11<sup>TH</sup> TO DECEMBER 11<sup>TH</sup> 2026**

- 5 courses = 30 ECTS credits
- 180 contact hours
- Site visits, conferences, project implementations
- Included « French as a Foreign Language » (FLE) courses

**PROGRAM AVAILABLE FOR STUDENTS IN 1<sup>ST</sup> & 2<sup>ND</sup> YEAR OF BACHELOR'S DEGREE  
OR EQUIVALENT**



## OBJECTIVES

- Understanding the issues at stake in the sports sector in France (Olympic Games, team sports, competitions, etc.)
- Knowing how to take into account intercultural aspects in communication and, in particular, in the profession of journalism.
- Learning the techniques of investigation and writing in order to design a « paper »
- Creating audiovisual and web content from an editorial line
- Developing a content strategy for a brand, based on marketing analysis

## COURSES

### Cultural awareness

- Intercultural Communication
- Life and Times of a Foreign Correspondant

### Sports economy and media environment

- Sports Economy and Media Environment
- Writing for Sports Journalism

### Sports marketing and business events

- Social Media and Community Management in Sports
- Brand Content for the Sports Industry

### Audio visual content creation

- Preparing, Shooting, and Editing a Film
- Televised News Program Production
- Desktop Publishing Software

### ISCPA Paris

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