

iscpa!

JOURNALISME
COMMUNICATION
PRODUCTION

 GROUPE
IGENSSIA
EDUCATION

SPORTS & MEDIA **FALL SEMESTER**

BEHIND THE SCENES
OF SPORTS MEDIA

12 WEEKS CLASS : FROM SEPTEMBER 11TH TO DECEMBER 11TH 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 1ST & 2ND 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 Correspondent

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 visuel content creation

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

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