

12 WEEKS CLASS: FROM SEPTEMBER 26TH, TO DECEMBER 16TH

× 5 courses = 30 ECTS credits × 180 contact hours

× Site visits, conferences, project implementations
× Included « French as a Foreign Language » (FLE) courses



# **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

#### CROSS CULTURAL MANAGEMENT

× Intercultural issues in journalism × Life & Times of a foreign correspondent

### SPORTS ECONOMY & MEDIA ENVIRONMENT

## SPORT MARKETING & BUSINESS EVENTS

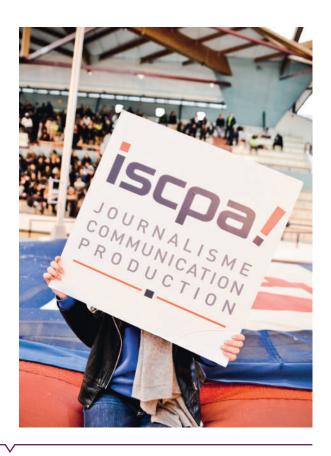
- × Social Media & Community Management
- × Brand Content

### **AUDIO-VISUAL CONTENT CREATION**

- × Producing a televised news program
- × Preparing, shooting and editing a film

#### **COMMUNICATION TOOLS**

- × French as a Foreign Language (FLE)
- × Publishing softwares



## PROFESSIONAL MEETINGS



















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