

×

— TOULOUSE

— LYON

— PARIS

×

iscpa!

JOURNALISME
COMMUNICATION
PRODUCTION


GROUPE IGS

— HIGHER INSTITUTE OF MEDIA

×

SPORTS & MEDIA

FALL SEMESTER

BEHIND THE SCENES OF SPORTS MEDIA

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

PROGRAM AVAILABLE FOR STUDENTS IN 1ST & 2ND YEAR OF BACHELOR'S DEGREE OR EQUIVALENT



OBJECTIVES

I

- ✗ 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



_ISCPA PARIS

GROUPE IGS - PARIS CAMPUS ✗ 12, RUE ALEXANDRE PARODI - 75010 PARIS - FRANCE
TÉL. : +33 (0)1 80 97 65 80 ✗ EISCPAPARIS@GROUPE-IGS.FR

f in t d i s i s c p a p a r i s ✗ www.iscpa-ecoles.com