

Communication in Sport

OCTOBER- NOVEMBER 2025

Online live

10 - 14 NOVEMBER 2025

Viseu, Portugal



5
ECTS CREDITS



Co-funded by
the European Union

Communication | Sports | Podcast | Video
Digital Media | Multimedia | Photography



Incoming students IMPORTANT DATES

VIRTUAL COMPONENT

OCT to NOV '25

ON SITE WEEK

10 to 14 NOV '25
Alliance Games

PRE-REQUISITES

- EUNICE student
- English: B2 level
- The BIP's onsite component involves active participation in the Alliance Games, both as athletes (volleyball or basketball) and as media contributors (photography, video, podcasting). It is ideal for media students who are also athletes, or for students with a combined interest in sports and media studies.

HOW TO APPLY & ENROL

- In order to apply and guarantee Erasmus+ funding, participants should contact the International Office (IRO) of their institutions;
- Each IRO will establish their own internal call;
- The IRO's of each institution will inform IPV about the selected participants (deadline 12 of September 2025);
- The IRO of IPV will send all the participants information about enrolment.

Communication in Sport

COURSE PROGRAMME

Module 1	●	Introduction to Communication in Sport
Module 2	●	Podcast and Audio Production for Sports Events
Module 3	●	Video and Visual Narrative in the Sports Context
Module 4	●	Sports Photography: Technique, Aesthetics and Impact

ASSESSMENT

- Attendance at online sessions with experts – 10%: October
- Online survey – 30%: October
- Final Project – 60%: Deadline: 30th November 2025

LEARNING RESOURCES AND TOOLS

- Audio-video recording equipment
- Free editing software (Audacity, Canva, Capcut, Affinity)
- Collaborative platforms (Moodle, Teams, Google Drive)

Explore the role of communication in the modern sports context, with a focus on digital media such as podcasts, video and photography. Learn storytelling techniques, multimedia content production and institutional communication analysis in sports contexts, including clubs, athletes and organizations. Practical sessions with experts in the field will be included (Alliance Games).

COURSE DIRECTOR Joana Martins, Polytechnic Institute of Viseu (Portugal)

LECTURERS

Miguel Midões, Polytechnic Institute of Viseu
Salomé Moraes, Polytechnic Institute of Viseu
Samuel Barbosa, Polytechnic Institute of Viseu
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