





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

PRE-REQUISITES

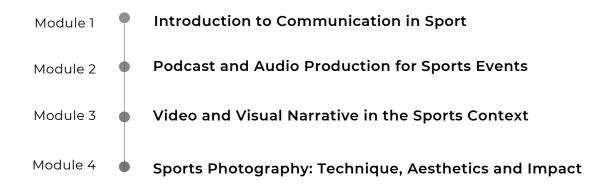
- EUNICE student
- English: B2 level
- The BIP's onsite component involves active participation in the Alliance Games, both as athletes (volleyball or basketball) and as media contributors (photography, video, podcasting). It is ideal for media students who are also athletes, or for students with a combined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



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 Morais, Polytechnic Institute of Viseu Samuel Barbosa, Polytechnic Institute of Viseu Sónia Ferreira, Polytechnic Institute of Viseu Teresa Gouveia, Polytechnic Institute of Viseu

