

# Invitation to the Blended Intensive Programme (BIP)

- **Virtual part: 3rd June 2026, 2 – 7 PM (Online)**  
An opportunity to meet, introduce ourselves, and discuss programme details.
- **Physical part: 8th – 12th June 2026 (Prague)**  
Held mostly at our faculty premises; a detailed programme will follow.

## Topic

**Sustainable Sport: Innovative Approaches  
and Strategies in Marketing and Management**

**Project ID: 2025-1-CZ01-KA131-HED-000316114-8**

*Dear Students and Sports Enthusiasts,  
We are delighted to invite you to participate in the  
Blended Intensive Programme (BIP) on Sustainable Sport:  
Innovative Approaches and Strategies in Marketing and Management.  
This course will provide an in-depth exploration of sustainability in sports,  
combining both theoretical knowledge and practical experiences.*

## Course Structure

### Virtual Part

The online component of the course will serve as an introduction to the project. Participants will gain insights into the key concepts and objectives of sustainability in sports management and marketing. This phase will also include group work, discussions, and the preparation of materials that will be used during the physical part of the programme.

### Physical Part

The in-person segment will focus on the practical implementation of sustainability in sports management and marketing. Participants will have the opportunity to visit sports organizations that employ sustainable practices, engage in expert-led workshops, and analyze real-world case studies. Furthermore, students will work on proposals to improve sustainability in sports.

## Key Outcomes

- ✓ Gaining hands-on experience in sustainable sports management and marketing strategies.
- ✓ Developing analytical skills to evaluate sustainability practices in various sports organizations.
- ✓ Enhancing project management and teamwork abilities through collaborative activities.

Join us for this exciting and insightful experience where you will develop valuable skills and contribute to a more sustainable future in sports. We look forward to your participation! For further details and registration, please contact your faculty Erasmus coordinator or you can directly contact us on this email: [zuzana.janakova@ftvs.cuni.cz](mailto:zuzana.janakova@ftvs.cuni.cz)