

## Preliminary programme of the first week

Time	Mon Jan 12 L209	Tue Jan 13 L209	Wed Jan 14 L209	Thu Jan 15 RUUD101 Juho	Fri Jan 16 RUUD101 Juho	Sat Jan 17	Sun Jan 18
9.15 - 11.45	Accreditation and Introduction of the Winter School (1h) (Vehmas & Salmikangas)  Special place of sport in Finland (2h) (Salmikangas & Vehmas)	Lecture: Responsibility and sustainability in sport management (Vehmas) (2h)  Lecture	Lecture   Lecture	Lecture   Lecture	Lecture   Lecture		
11.45- 13.15	Lunch	Lunch	Lunch	Lunch	Lunch		
13.15- ca 15.45	Introducing group work assignments and cases  Introduction to Winter sports (Winter sports teachers) (1.5h)	Lecture  Lecture	Lecture  Lecture	Lecture  Lecture	Lecture  Lecture	12-16 Outdoor winter activities Laajavuori	' Winter Olympics'
17.30- 20.00	Opening Ceremony Laajis at 17.30-20.00	17.00-19.00 Winter sports/Down hill skiing Laajavuori		17.00-19.00 Winter sports/Cross- country skiing Laajavuori	Ice hockey match JYP-Sport LähiTapiola Areena 18.30- (at own cost)		18.30-20.30 Viilu sauna experience (at own cost)

## Preliminary programme of the second week

Time	Mon Jan 19 Viveca 130	Tue Jan 20 Viveca 130				
9.15-11.45	Lecture	Group presentations (8.30-12.00)	Departure			
11.45-13.15	Lunch	Lunch				
13.15-15	Group work presentation preparations	Closing session 13.30-15.00				
		Departure				

# BIP Info



## RESS2170 Responsibilities in Winter Sport Management (4 ECTS credits) & LPE0596 Winter Sports (1 ECTS credit)

Jan 12-20, 2026 Jyväskylä

RESS2170	Responsibilities in Winter Sport Management (Sport Marketing)
<b>Learning Outcomes</b>	On successful completion of this course, student is able to: -explain what kinds of responsibility issues and practices there are in sport marketing and management, and how they can be applied especially in the case of winter sports -know the special features of responsible winter sport marketing in comparison to other contexts -use sport mgt and marketing theories in planning, implementing and analyzing winter sport mgt strategies classify different theories used in sport marketing studies
<b>Content</b>	This course introduces the students with the basic and applied principles and concepts of modern sport management. The course introduces the students to the various aspects of winter sports and how marketing principles can be used in planning and implementing responsible sport marketing strategy and practices.
<b>Modes of Study</b>	Lectures 20 hours, writing and reading assignments, group work assignments
<b>Literature</b>	Articles and cases announced by the instructors.
<b>Additional Literature</b>	To be announced during the lectures
<b>Modes of Completion</b>	Active participation in lectures, writing assignments.
<b>Grading</b>	0-5 (active participation in lectures 20%, written case analyses 30%, writing assignment 50%)
<b>Credits</b>	4 ECTS credits
<b>Timing</b>	1 <sup>st</sup> year, spring
<b>Unit</b>	Faculty of Sport and Health Sciences

### LPE0596 Winter Sports (1 ECTS credit)

**Content:** Students get acquainted with various winter sports, such as alpine skiing, snowboarding, cross-country skiing, skating, and games on the ice.

**Mode of study:** The course includes 20 hours of practical lessons and writing a short learning diary.

**Modes of completion:** Active participation in the practical lessons and writing the learning diary.

**Grading:** Pass - Fail