Main Contents of the Winter School

- Special place of Sport and Winter sports in Finland
- Fundamentals of Responsibilities in Winter Sport Management with aspects of
  - Sport Marketing
  - Sport facility planning
  - Sport-related tourism
  - Environmental and social responsibility
  - Volunteering in sports
- Sustainable development in sports
- The course will be implemented in collaboration with the Jyväskylä region local stakeholders
- Winter sports



Winter School consists of two (2) study modules

RESS2170 Sport marketing

- Content: The course will introduce students to the concepts and theory of social sciences of winter sports with responsibility and sustainability aspects in sport, which will be discussed and applied to specific cases, with a particular focus local winter sport. Students will be encouraged to form opinions and gather information on related to topics to deepen their knowledge in these areas. Theoretical concepts and models will be applied to the real-life cases. Special emphasis is on the Nordic winter sports and outdoor activities.
- Mode of study : Lectures, practical exercises, group work assignments, and a written assignment to be completed after the course. Learning will be facilitated through discussion, group work and presentations.
  Modes of completion :Active participation in lectures, group work and writing assignment (learning log)
- Credits: 4 ECTS credits.
  Grading : 0-5

LPE0596 Winter Sports

- Content: Students get acquainted with various winter sports such as alpine skiing, snowboarding, cross-country skiing, and winter hiking.
  Mode of study : The course includes theoretical and practical winter sport lessons and writing a short learning diary.
  Modes of completion :Active participation in the practical lessons and writing the learning diary.
  Credits: 1 ECTS
- Grading : Pass - Fail

Timing and academic teachers (tbc)



Time and place:

January 11-22, 2027
Virtual session: December 14/15, 2026
Faculty of Sport and Health Sciences (JYU)
Laajis Hostel & Laajavuori area (Winter Sports)

Teachers:

Hanna Vehmas, Univ of Jyväskylä
Anna-Katriina Salmikangas Univ of Jyväskylä
Vilma Cingiene, Mykolas Romeris Univ.
Antonio Borgogni, Univ of Bergamo
Alessandro Cudicio, Univ of Bergamo
Alice Iannaccone, Univ of Cassino and Southern Lazio
Jolanta Zysco, Józef Piłsudski University of Physical Education in Warsaw
Michal Staniszewski, Józef Piłsudski University of Physical Education in Warsaw
Georgia Yfantidou, Democritus University of Thrace in Greece
Eleni Spyridopoulou, Democritus University of Thrace in Greece
Janis Zidens, Rīga Stradiņš University Latvian Academy of Sport Education
Bente Ovedie Skogvang, Inland Norway Univ of Applied Sciences