



APPROVED

|                          |                           |
|--------------------------|---------------------------|
| Awards                   |                           |
| Honours Bachelor Degree  |                           |
| Mode of Delivery:        | Full Time                 |
| No. of Semesters :       | 8                         |
| NFQ Level:               | 8                         |
| Programme Credits:       | 240                       |
| Language of Instruction: | English                   |
| Department:              | Sport Media and Marketing |

# Semester Schedules

## Stage 1 / Semester 1

Elective Regulation

Player Development module chosen by students depends on their sports option: GAA, Rugby or Football.

| Mandatory   |                                                                      |
|-------------|----------------------------------------------------------------------|
| Module Code | Module Title                                                         |
| COAC C1313  | <a href="#">Introduction to Coaching Pedagogy</a>                    |
| PHIO C1311  | <a href="#">Applied Anatomy and Sport Physiology 1</a>               |
| RECH C1804  | <a href="#">Professional Writing and Research in the Digital Age</a> |
| TECH C1805  | <a href="#">Information Technology</a>                               |
| DEVL C1315  | <a href="#">Player Development 1 - Rugby</a>                         |
| DEVL C1316  | <a href="#">Player Development 1 - GAA</a>                           |
| DEVL C1317  | <a href="#">Player Development 1 - Football</a>                      |

Stage 1 / Semester 2

Elective Regulation  
Students select Player Development and Coach Ed modules depending on their sports option: GAA, Rugby or Football.

| Mandatory   |                                                        |
|-------------|--------------------------------------------------------|
| Module Code | Module Title                                           |
| ACCT C1307  | <a href="#">Introduction to Accounting for Sport</a>   |
| MGMT C1307  | <a href="#">Foundations of Sport Management</a>        |
| PHIO C1315  | <a href="#">Applied Anatomy and Sport Physiology 2</a> |
| DEVL C1320  | <a href="#">Player Development 2 - Rugby</a>           |
| COAC C1315  | <a href="#">Coach Education 1 - GAA</a>                |
| COAC C1316  | <a href="#">Coach Education 1 - Football</a>           |
| DEVL C1321  | <a href="#">Player Development 2 - GAA</a>             |
| COAC C1317  | <a href="#">Coach Education 1 - Rugby</a>              |
| DEVL C1322  | <a href="#">Player Development 2 - Football</a>        |

Stage 2 / Semester 1

Elective Regulation  
Students select Player Development and Coach Ed modules depending on their sports option: GAA, Rugby or Football.

| Mandatory   |                                                                    |
|-------------|--------------------------------------------------------------------|
| Module Code | Module Title                                                       |
| STGY        | <a href="#">Injury Prevention and Recovery Strategies in Sport</a> |
| ACCT        | <a href="#">Accounting for Sport</a>                               |
| MKTG H2321  | <a href="#">Sports Marketing</a>                                   |
| COAC        | <a href="#">Coach Education 2 - GAA</a>                            |
| SPRT H2319  | <a href="#">Coach Education 2 - Football</a>                       |
| COAC_1      | <a href="#">Coach Education 2 Theory - Rugby</a>                   |
| DEVL_2      | <a href="#">Player Development 3 - GAA</a>                         |
| DEVL_1      | <a href="#">Player Development 3 - Rugby</a>                       |
| DEVL        | <a href="#">Player Development 3 - Football</a>                    |

Stage 2 / Semester 2

Elective Regulation  
Students select Player Development and Coach Ed modules depending on their sports option: GAA, Rugby or Football.

| Mandatory   |                                                     |
|-------------|-----------------------------------------------------|
| Module Code | Module Title                                        |
| PHIO        | <a href="#">Strength and Conditioning</a>           |
| ECON H2311  | <a href="#">Sports Economics</a>                    |
| FNCE        | <a href="#">Finance for Sport 1</a>                 |
| DEVL_1      | <a href="#">Player Development 4 - Rugby</a>        |
| COAC        | <a href="#">Coach Education 3 Practical - Rugby</a> |
| DEVL C2315  | <a href="#">GAA Club Development</a>                |
| SPRT H3316  | <a href="#">Coach Education 3 - Football</a>        |
| LEAD        | <a href="#">Player Development 4 - GAA</a>          |
| DEVL        | <a href="#">Player Development 4 - Football</a>     |

## Stage 3 / Semester 1

### Elective Regulation

2 x 5 credit Electives required. Coach Ed and Player Development options determined by stream student is in (i.e Gaa, Football or Rugby)

| Mandatory   |                                                              |
|-------------|--------------------------------------------------------------|
| Module Code | Module Title                                                 |
| SPRT        | <a href="#">Fitness Testing and Load Monitoring in Sport</a> |
| FNCE        | <a href="#">Finance for Sport 2</a>                          |
| COMM        | <a href="#">Sponsorship in Sport</a>                         |
| MGMT H3357  | <a href="#">People Management Skills (Sports)</a>            |
| Elective    |                                                              |
| Module Code | Module Title                                                 |
| DEVL        | <a href="#">Player Development 5 - Football</a>              |
| COAC_1      | <a href="#">Coach Education 4 - Rugby</a>                    |
| DEVL_2      | <a href="#">Player Development 5 - GAA</a>                   |
| DEVL_1      | <a href="#">Player Development 5 - Rugby</a>                 |
| SOCL H3336  | <a href="#">Community Sport and Social Inclusion</a>         |
| ANAL        | <a href="#">Sports Performance Analysis</a>                  |
| COAC_2      | <a href="#">Coach Education 3 - GAA</a>                      |
| COAC        | <a href="#">Coach Education 4 - Football</a>                 |

Stage 3 / Semester 2

Elective Regulation

1. Students must take either 1. Work Placement or 2. Study Abroad or 3. Sports Internship project plus the two five credit electives in semester 6. 2. Students may EXIT at this stage of the programme with a BA in Sports Coaching and Business Management (GAA or Rugby or Soccer) (Embedded Exit Award), provided they have achieved the required Level 7 learning outcomes. Academic Regulations apply.

| Elective    |                                                         |
|-------------|---------------------------------------------------------|
| Module Code | Module Title                                            |
| WKPL C3315  | <a href="#">Work Placement</a>                          |
| SPRT        | <a href="#">Sports Internship Project</a>               |
| PROJ C3802  | <a href="#">Study Semester Abroad</a>                   |
| MGMT H4325  | <a href="#">Operations Management (Sport)</a>           |
| DATA        | <a href="#">Introduction to Data Analysis for Sport</a> |

## Stage 4 / Semester 1

### Elective Regulation

2 x 5 electives to be chosen Dissertation module runs over Semester 7 and 8 however credits lie in Semester 8 only

| Mandatory   |                                                            |
|-------------|------------------------------------------------------------|
| Module Code | Module Title                                               |
| SPRT        | <a href="#">Periodisation</a>                              |
| CULT        | <a href="#">Equality, Diversity and Inclusion in Sport</a> |
| STGY        | <a href="#">Strategy, Governance and Leadership</a>        |
| DISS C4803  | <a href="#">Dissertation</a> ( Part 1 of 2 )               |

| Elective    |                                                 |
|-------------|-------------------------------------------------|
| Module Code | Module Title                                    |
| COAC        | <a href="#">Coach Education 4 - Football</a>    |
| MGMT C4805  | <a href="#">Event Management</a>                |
| MTDS        | <a href="#">Adapted Physical Activity</a>       |
| ANAL        | <a href="#">Sports Performance Analysis 1</a>   |
| PSYC        | <a href="#">Sport and Exercise Psychology 1</a> |



## Stage 4 / Semester 2

| Mandatory   |                                                 |
|-------------|-------------------------------------------------|
| Module Code | Module Title                                    |
| STUD        | <a href="#">Contemporary Issues in Sport</a>    |
| COAC C4803  | <a href="#">Coach Development and Mentoring</a> |
| DISS C4803  | <a href="#">Dissertation</a> ( Part 2 of 2 )    |

| Elective    |                                                           |
|-------------|-----------------------------------------------------------|
| Module Code | Module Title                                              |
| DATA        | <a href="#">Introduction to Data Analysis for Sport</a>   |
| MGMT H4325  | <a href="#">Operations Management (Sport)</a>             |
| PSYC        | <a href="#">Sport and Exercise Psychology 2</a>           |
| SERV        | <a href="#">Physical Activity for Special Populations</a> |
| ANAL        | <a href="#">Sports Performance Analysis 2</a>             |