



APPROVED

Awards	
Ordinary Bachelor Degree	
Mode of Delivery:	Full Time
No. of Semesters :	6
NFQ Level:	7
Programme Credits:	180
Language of Instruction:	English
Department:	Sport Media and Marketing

Semester Schedules

Stage 1 / Semester 1

Mandatory	
Module Code	Module Title
PHIO C1311	Applied Anatomy and Sport Physiology 1
COAC C1313	Introduction to Coaching Pedagogy
TECH C1805	Information Technology
RECH C1804	Professional Writing and Research in the Digital Age
DEVL	Applied Athletic Development 1

Stage 1 / Semester 2

Mandatory	
Module Code	Module Title
PHIO C1315	Applied Anatomy and Sport Physiology 2
ACCT C1307	Introduction to Accounting for Sport
MGMT C1307	Foundations of Sport Management
ENVI C1801	Introduction to the Coaching Environment
DEVL	Applied Athletic Development 2

Stage 2 / Semester 1

Mandatory	
Module Code	Module Title
STGY	Injury Prevention and Recovery Strategies in Sport
ACCT	Accounting for Sport
MKTG H2321	Sports Marketing
LAWS	Nutrition and Doping Regulation in Sport
PRTC C2801	Coach Education and Practice 1

Stage 2 / Semester 2

Mandatory	
Module Code	Module Title
PHIO	Strength and Conditioning
ECON H2311	Sports Economics
FNCE	Finance for Sport 1
SPRT	Physical Activity and Health
PRTC C2802	Coach Education and Practice 2

Stage 3 / Semester 1

Elective Regulation

2 x 5 credit Electives required.

Mandatory	
Module Code	Module Title
SPRT	Fitness Testing and Load Monitoring in Sport
FNCE	Finance for Sport 2
COMM	Sponsorship in Sport
MGMT H3357	People Management Skills (Sports)
PRTC C3801	Coaching Pedagogy and Practice 3
Elective	
Module Code	Module Title
SOCL H3336	Community Sport and Social Inclusion
ANAL	Sports Performance Analysis

Stage 3 / Semester 2

Elective Regulation

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.

Elective	
Module Code	Module Title
WKPL C3315	Work Placement
SPRT	Sports Internship Project
PROJ C3802	Study Semester Abroad
MGMT H4325	Operations Management (Sport)
DATA	Introduction to Data Analysis for Sport