



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 / 60 ECTS / Semester 1

| Mandatory   |                                                                      |
|-------------|----------------------------------------------------------------------|
| Module Code | Module Title                                                         |
| DIGT C1806  | <a href="#">Introduction to Digital Marketing</a>                    |
| MEDI C1303  | <a href="#">Introduction to Digital Media Design</a>                 |
| MKTG C1317  | <a href="#">Fundamentals of Marketing</a>                            |
| RECH C1804  | <a href="#">Professional Writing and Research in the Digital Age</a> |
| TECH C1805  | <a href="#">Information Technology</a>                               |

Stage 1 / 60 ECTS / Semester 2

| Mandatory   |                                                                     |
|-------------|---------------------------------------------------------------------|
| Module Code | Module Title                                                        |
| DIGT C1807  | <a href="#">Introduction to Data Analysis for Digital Marketing</a> |
| MEDI C2808  | <a href="#">Creative Digital Media</a>                              |
| FNCE C1310  | <a href="#">Introduction to Finance for Marketing</a>               |
| MKTG C1810  | <a href="#">Social Media Marketing</a>                              |
| MKTG C3804  | <a href="#">Contemporary Marketing Practice</a>                     |

Stage 2 / 60 ECTS / Semester 1

| Mandatory   |                                                     |
|-------------|-----------------------------------------------------|
| Module Code | Module Title                                        |
| DSGN        | <a href="#">Web Design and UX</a>                   |
| PSYC H3304  | <a href="#">Consumer Psychology and Behaviour</a>   |
| MKTG        | <a href="#">SEO and Search Engine Marketing</a>     |
| EDUC C3804  | <a href="#">Content Writing</a>                     |
| COMM H2307  | <a href="#">Integrated Marketing Communications</a> |

Stage 2 / 60 ECTS / Semester 2

Elective Regulation

Learners may EXIT at this stage of the programme with a Higher Certificate in Digital Marketing with Analytics (Embedded Exit Award), provided they have achieved the required Level 6 learning outcomes. Academic Regulations apply.

| Mandatory   |                                                           |
|-------------|-----------------------------------------------------------|
| Module Code | Module Title                                              |
| LAWS        | <a href="#">Law and Regulation in the Digital Economy</a> |
| FNCE        | <a href="#">Finance for Marketing</a>                     |
| RECH C3802  | <a href="#">Marketing Research</a>                        |
| ANAL        | <a href="#">Digital Analytics and CRM</a>                 |

Stage 2 Exit Only Award : Higher Certificate

Stage 3 / 60 ECTS / Semester 1

Elective Regulation

Learners must select 2 x 5 ECTS modules from the elective list.

| Mandatory   |                                                      |
|-------------|------------------------------------------------------|
| Module Code | Module Title                                         |
| FNCE C3323  | <a href="#">Business Finance</a>                     |
| DIGT H3301  | <a href="#">Data Reporting for Digital Marketing</a> |
| SELL H3328  | <a href="#">Professional Selling</a>                 |
| MKTG C3321  | <a href="#">Marketing for Services</a>               |
| Elective    |                                                      |
| Module Code | Module Title                                         |
| MGMT C4805  | <a href="#">Event Management</a>                     |
| MKTG C4807  | <a href="#">Sustainable Marketing</a>                |
| VIDE C2804  | <a href="#">Creative Video</a>                       |
| MGMT H4324  | <a href="#">Shopper Category Management</a>          |

### Stage 3 / 60 ECTS / Semester 2

#### Elective Regulation

Learners must select 30 ECTS. Learners must select: Work Placement (30 ECTS) OR Study Semester Abroad (30 ECTS) OR Marketing Internship Project (15 ECTS) PLUS 3 x 5 ECTS modules. Learners may EXIT at this stage of the programme with a BSc in Digital Marketing with Analytics (Embedded Exit Award), provided they have achieved the required Level 7 learning outcomes. Academic Regulations apply.

| Group Elective 1 |                                                      |
|------------------|------------------------------------------------------|
| Module Code      | Module Title                                         |
| PROJ C3802       | <a href="#">Study Semester Abroad</a>                |
| Group Elective 3 |                                                      |
| Module Code      | Module Title                                         |
| MKTG             | <a href="#">Marketing Internship Project</a>         |
| PUBL H2403       | <a href="#">Specialist Areas in Public Relations</a> |
| BUSS H3006       | <a href="#">Strategic Service and CX Excellence</a>  |
| MKTG C4320       | <a href="#">New Product Innovation</a>               |
| Elective         |                                                      |
| Module Code      | Module Title                                         |
| WKPL C3315       | <a href="#">Work Placement</a>                       |

Stage 3 Exit Only Award : Ordinary Bachelor Degree

Stage 4 / 60 ECTS / Semester 1

Elective Regulation  
Learners must select 1 x 5 ECTS from the electives list.

| Mandatory   |                                                          |
|-------------|----------------------------------------------------------|
| Module Code | Module Title                                             |
| DIGT H4304  | <a href="#">Contemporary Issues in Digital Marketing</a> |
| MGMT H4333  | <a href="#">Marketing Management</a>                     |
| BUSS H3330  | <a href="#">ECommerce</a>                                |
| MKTG H4310  | <a href="#">International Marketing Strategy</a>         |
| Elective    |                                                          |
| Module Code | Module Title                                             |
| ETHI C3804  | <a href="#">New Media Ethics</a>                         |
| MGMT C4805  | <a href="#">Event Management</a>                         |
| MKTG C4807  | <a href="#">Sustainable Marketing</a>                    |
| MGMT H4324  | <a href="#">Shopper Category Management</a>              |

Stage 4 / 60 ECTS / Semester 2

Elective Regulation  
Learners must select 1 x 5 ECTS from the electives list.

| Mandatory   |                                                              |
|-------------|--------------------------------------------------------------|
| Module Code | Module Title                                                 |
| DIGT H4305  | <a href="#">Advanced Data Analysis for Digital Marketing</a> |
| MKTG H4002  | <a href="#">Digital Marketing Planning</a>                   |
| MGMT H4001  | <a href="#">Brand Management</a>                             |
| MKTG H4311  | <a href="#">B2B Marketing</a>                                |
| Elective    |                                                              |
| Module Code | Module Title                                                 |
| SELL H3307  | <a href="#">Sales Management</a>                             |
| BUSS H3006  | <a href="#">Strategic Service and CX Excellence</a>          |
| MKTG C4320  | <a href="#">New Product Innovation</a>                       |