



APPROVED

Awards	
Honours Bachelor Degree	
Mode of Delivery:	Full Time, Part Time, ACCS
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

Elective Regulation

Students must take ONE elective. Erasmus and international students can NOT take their own native/first language as an elective.

Mandatory	
Module Code	Module Title
BUSS C1320	Quantitative Techniques 1
ECON C1315	Microeconomics
INFO C1318	IT for Business
ACCT C1322	Business Financial Accounting 1

Elective	
Module Code	Module Title
COMM C1405	Communications and Academic Writing
FREN C1405	French I
GERM C1405	German I

Stage 1 / 60 ECTS / Semester 2

Elective Regulation

Students must take ONE elective. Erasmus and international students can NOT take their own native/first language as an elective.

Mandatory	
Module Code	Module Title
BUSS C1405	Quantitative Techniques 2
FNCE C1406	Macroeconomics
MGMT C1404	Management
ACCT C1323	Business Financial Accounting 2
Elective	
Module Code	Module Title
BUSS C1406	Business Psychology 1
FREN C1406	French II
GERM C1406	German II

Stage 2 / 60 ECTS / Semester 1

Elective Regulation

Students must take ONE elective. Erasmus and international students can NOT take their own native/first language as an elective. Students can EXIT at this stage of the programme with a Higher Certificate in Business (Embedded Exit Award), provided they have achieved the required Level 6 learning outcomes. Academic Regulations apply.

Mandatory	
Module Code	Module Title
LAWS C2400	Business Law
MKTG C2404	Introduction to Marketing
BUSS C2404	Business Applications 3
MKTG C2404	Human Resource Management 1
Elective	
Module Code	Module Title
BUSS H2304	Business Psychology 2
FNCE C2402	Intermediate Financial Accounting 1
FREN C2405	French III
GERM C2405	German III

Stage 2 / 60 ECTS / Semester 2

Elective Regulation

Students must take ONE elective. Erasmus and international students can NOT take their own native/first language as an elective.

Mandatory	
Module Code	Module Title
MGMT C2328	Supply Chain Management
MKTG C2315	Contemporary Marketing Practice
ACCT C2349	Business Management Accounting
ECON C2310	Macroeconomy of Ireland
Elective	
Module Code	Module Title
FNCE C2319	Intermediate Financial Accounting 2
MGMT H2312	Human Resource Management 2
BUSS H2314	Business Applications 4
FREN H2317	French IV
GERM H2315	German IV

Stage 2 Exit Only Award : Higher Certificate

Stage 3 / 60 ECTS / Semester 1

Elective Regulation

Learners select 2x5credit modules from Electives.

Mandatory	
Module Code	Module Title
FNCE C3323	Business Finance
MKTG H3325	Market and Customer Insights
PSYC H3304	Consumer Psychology and Behaviour
COMM H2307	Integrated Marketing Communications
Elective	
Module Code	Module Title
MKTG C3321	Marketing for Services
SELL H3328	Professional Selling
MKTG C4807	Sustainable Marketing
MGMT C4805	Event Management
FREN C3310	French V
GERM C3311	German V
BUSS H3004	Business English 1
MGMT H4324	Shopper Category Management

Stage 3 / 60 ECTS / Semester 2

Elective Regulation

Learners select 30 credits from either GE 1 or GE2 or GE3 For GE3 they must select the Marketing Internship Project plus 3x 5 credit modules Learners may EXIT at this stage of the programme with a BBus in Marketing (Embedded Exit Award, provided they have achieved the required Level 7 learning outcomes. Academic Regulations apply.

Group Elective 1	
Module Code	Module Title
WKPL C3315	Work Placement

Group Elective 2	
Module Code	Module Title
PROJ C3802	Study Semester Abroad

Group Elective 3	
Module Code	Module Title
SELL H3307	Sales Management
MKTG	Marketing Internship Project
BUSS H3006	Strategic Service and CX Excellence
MKTG C4320	New Product Innovation
LANG C3309	Business English 2

Stage 3 Exit Only Award : Ordinary Bachelor Degree

Stage 4 / 60 ECTS / Semester 1

Elective Regulation

Choose 1 elective from Elective Group 1. Choose 1 elective from Elective Group 2. Marketing Dissertation and Marketing Client Project modules run over Semester 7 and 8. However credits lie in semester 8 only.

Mandatory	
Module Code	Module Title
MGMT H4333	Marketing Management
DIGT H4301	Digital Marketing
MKTG H4310	International Marketing Strategy
STGY C4306	Strategic Analysis

Group Elective 1	
Module Code	Module Title
MKTG C3321	Marketing for Services
SELL H3328	Professional Selling
MKTG C4807	Sustainable Marketing
MGMT H4324	Shopper Category Management
MGMT C4805	Event Management
STGY C4320	Strategic Financial Management

Group Elective 2	
Module Code	Module Title
DISS H3401	Marketing Dissertation (Part 1 of 2)
PROJ H4305	Marketing Client Project (Part 1 of 2)

Stage 4 / 60 ECTS / Semester 2

Elective Regulation

Choose 1 elective from Elective group 1 Choose 1 elective from Elective Group 2 Marketing Dissertation and Marketing Client Project modules run over Semester 7 and 8. However credits lie in semester 8 only.

Mandatory	
Module Code	Module Title
MGMT H4001	Brand Management
MKTG H4002	Digital Marketing Planning
STGY C4311	Strategic Positioning
Group Elective 1	
Module Code	Module Title
SELL H3307	Sales Management
MKTG C4320	New Product Innovation
BUSS H3006	Strategic Service and CX Excellence
LAWS H4313	Corporate Governance - Private Companies
Group Elective 2	
Module Code	Module Title
DISS H3401	Marketing Dissertation (Part 2 of 2)
PROJ H4305	Marketing Client Project (Part 2 of 2)

Stage 4 Exit Only Award : Honours Bachelor Degree