



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	Introduction to Digital Marketing
MEDI C1805	Introduction to Media Studies 1
PUBL C1804	An Introduction and History of Public Relations
RECH C1804	Professional Writing and Research in the Digital Age
TECH C1805	Information Technology

Stage 1 / 60 ECTS / Semester 2

Mandatory	
Module Code	Module Title
DIGT C1807	Introduction to Data Analysis for Digital Marketing
ENTR C1802	Social Media Entrepreneurship
MEDI C1806	Introduction to Media Studies 2
MKTG C1810	Social Media Marketing
PSYC C1803	Social Psychology

Stage 2 / 60 ECTS / Semester 1

Mandatory	
Module Code	Module Title
COMM C2804	Visual Language and Communications
EDUC C2802	Creative Writing and Narrative
LAWS C2806	Fundamentals of Media and PR Law 1
PHOT C2803	History of Photography
VIDE C2804	Creative Video

Stage 2 / 60 ECTS / Semester 2

Mandatory	
Module Code	Module Title
MEDI C2808	Creative Digital Media
MGMT C2802	Crisis Management
PHOT C2804	Contemporary Photographic Cultures
PRTC C2806	Multimodal Media Practices
PUBL C2806	Creative Radio and Storytelling

Stage 3 / 60 ECTS / Semester 1

Mandatory	
Module Code	Module Title
EDUC C3804	Content Writing
ETHI C3804	New Media Ethics
JOUR C3804	Data Journalism
JOUR C3805	Radio Broadcasting
JOUR C3806	Journalism

Stage 3 / 60 ECTS / Semester 2

Elective Regulation

Students can choose either 1. Work Placement (30 credits) or 2. Study semester abroad (30 credits) or 3. PR and Media Internship Project (15 credits) plus three of the four 5 credit modules on offer.

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
WKPL C3808	PR and Media Internship Project
LAWS C3802	Fundamentals of Media and PR Law 2
MKTG C3804	Contemporary Marketing Practice
PUBL C3806	Networking in Public Relations
RECH C3802	Marketing Research

Stage 4 / 60 ECTS / Semester 1

Elective Regulation

Students must choose one of the Dissertation electives i.e. Dissertation or Dissertation by Practice. The Dissertation and Dissertation by Practice modules run in semester 7 and semester 8, the credit lie in semester 8 only

Mandatory	
Module Code	Module Title
MGMT C4805	Event Management
MKTG C4807	Sustainable Marketing
PUBL C4804	Podcasting and Multi-Screen Production
PROJ C4802	Social Media Project
STUD C4801	Celebrity Studies
Elective	
Module Code	Module Title
DISS C4803	Dissertation (Part 1 of 2)
PRTC C4801	Dissertation by Practice

Stage 4 / 60 ECTS / Semester 2

Elective Regulation

Students must choose one of the Dissertation electives i.e. Dissertation or Dissertation by Practice. The Dissertation and Dissertation by Practice modules run in semester 7 and semester 8, the credit lie in semester 8 only.

Mandatory	
Module Code	Module Title
JOUR C4802	Ireland on Screen
JOUR C4803	Screen Stories
MEDI C4802	Media & Society
MGMT C4806	Lead Portfolio
Elective	
Module Code	Module Title
PRTC C4801	Dissertation by Practice
DISS C4803	Dissertation (Part 2 of 2)