



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                                                         |
| TECH C1805  | <a href="#">Information Technology</a>                               |
| MEDI C1805  | <a href="#">Introduction to Media Studies 1</a>                      |
| RECH C1804  | <a href="#">Professional Writing and Research in the Digital Age</a> |
| PUBL C1804  | <a href="#">An Introduction and History of Public Relations</a>      |
| DIGT C1806  | <a href="#">Introduction to Digital Marketing</a>                    |

Stage 1 / Semester 2

| Mandatory   |                                                                        |
|-------------|------------------------------------------------------------------------|
| Module Code | Module Title                                                           |
| PSYC C1803  | <a href="#">Social Psychology</a>                                      |
| MEDI C1806  | <a href="#">Introduction to Media Studies 2</a>                        |
| MGMT H1402  | <a href="#">Management</a>                                             |
| PUBL H1401  | <a href="#">Theories and Best Ethical Practice in Public Relations</a> |
| MKTG C1810  | <a href="#">Social Media Marketing</a>                                 |

Stage 2 / Semester 1

| Mandatory   |                                                          |
|-------------|----------------------------------------------------------|
| Module Code | Module Title                                             |
| LAWS C2806  | <a href="#">Fundamentals of Media and PR Law 1</a>       |
| MKTG C1317  | <a href="#">Fundamentals of Marketing</a>                |
| VIDE C2804  | <a href="#">Creative Video</a>                           |
| RECH        | <a href="#">Public Relations Research and Evaluation</a> |
| COMM C2804  | <a href="#">Visual Language and Communications</a>       |

## Stage 2 / Semester 2

| Mandatory   |                                                      |
|-------------|------------------------------------------------------|
| Module Code | Module Title                                         |
| LAWS C3802  | <a href="#">Fundamentals of Media and PR Law 2</a>   |
| MEDI H2401  | <a href="#">IT and New Media</a>                     |
| MKTG C3804  | <a href="#">Contemporary Marketing Practice</a>      |
| PUBL C2806  | <a href="#">Creative Radio and Storytelling</a>      |
| PUBL H2403  | <a href="#">Specialist Areas in Public Relations</a> |

### Stage 3 / Semester 1

| Mandatory   |                                                   |
|-------------|---------------------------------------------------|
| Module Code | Module Title                                      |
| PUBL C3806  | <a href="#">Networking in Public Relations</a>    |
| DSGN H3423  | <a href="#">Contemporary Communication Design</a> |
| EDUC C3804  | <a href="#">Content Writing</a>                   |
| JOUR C3806  | <a href="#">Journalism</a>                        |
| ETHI C3804  | <a href="#">New Media Ethics</a>                  |

Stage 3 / Semester 2

Elective Regulation

Learners must take either Group Elective 1 (Work Placement), Or Group Elective 2 (Study Abroad Semester) or Group Elective 3 (PR and Media Internship project (15 credits) and the three 5 credit electives offered).

| Group Elective 1 |                                |
|------------------|--------------------------------|
| Module Code      | Module Title                   |
| WKPL C3313       | <a href="#">Work Placement</a> |

| Group Elective 2 |                                       |
|------------------|---------------------------------------|
| Module Code      | Module Title                          |
| PROJ C3802       | <a href="#">Study Semester Abroad</a> |

| Group Elective 3 |                                                     |
|------------------|-----------------------------------------------------|
| Module Code      | Module Title                                        |
| WKPL C3808       | <a href="#">PR and Media Internship Project</a>     |
| MGMT C3329       | <a href="#">Corporate Social Responsibility</a>     |
| BUSS H3006       | <a href="#">Strategic Service and CX Excellence</a> |
| MKTG C4320       | <a href="#">New Product Innovation</a>              |