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 C1303	Introduction to Digital Media Design
MKTG C1317	Fundamentals of Marketing
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
MEDI C2808	Creative Digital Media
FNCE C1310	Introduction to Finance for Marketing
MKTG C1810	Social Media Marketing
MKTG C3804	Contemporary Marketing Practice

Stage 2 / 60 ECTS / Semester 1

Mandatory	
Module Code	**Module Title**
DSGN	Web Design and UX
PSYC H3304	Consumer Psychology and Behaviour
MKTG	SEO and Search Engine Marketing
EDUC C3804	Content Writing
COMM H2307	Integrated Marketing Communications

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	Law and Regulation in the Digital Economy
FNCE	Finance for Marketing
RECH C3802	Marketing Research
ANAL	Digital Analytics and CRM

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	Business Finance
DIGT H3301	Data Reporting for Digital Marketing
SELL H3328	Professional Selling
MKTG C3321	Marketing for Services

Elective	
Module Code	**Module Title**
MGMT C4805	Event Management
MKTG C4807	Sustainable Marketing
VIDE C2804	Creative Video
MGMT H4324	Shopper Category Management

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	Study Semester Abroad

Group Elective 3	
Module Code	**Module Title**
MKTG	Marketing Internship Project
PUBL H2403	Specialist Areas in Public Relations
BUSS H3006	Strategic Service and CX Excellence
MKTG C4320	New Product Innovation

Elective	
Module Code	**Module Title**
WKPL C3315	Work Placement

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	Contemporary Issues in Digital Marketing
MGMT H4333	Marketing Management
BUSS H3330	ECommerce
MKTG H4310	International Marketing Strategy

Elective	
Module Code	**Module Title**
ETHI C3804	New Media Ethics
MGMT C4805	Event Management
MKTG C4807	Sustainable Marketing
MGMT H4324	Shopper Category Management

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	Advanced Data Analysis for Digital Marketing
MKTG H4002	Digital Marketing Planning
MGMT H4001	Brand Management
MKTG H4311	B2B Marketing

Elective	
Module Code	**Module Title**
SELL H3307	Sales Management
BUSS H3006	Strategic Service and CX Excellence
MKTG C4320	New Product Innovation