



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 / Semester 1

Mandatory	
Module Code	Module Title
TECH C1805	Information Technology
MEDI C1805	Introduction to Media Studies 1
RECH C1804	Professional Writing and Research in the Digital Age
PUBL C1804	An Introduction and History of Public Relations
DIGT C1806	Introduction to Digital Marketing

Stage 1 / Semester 2

Mandatory	
Module Code	Module Title
PSYC C1803	Social Psychology
MEDI C1806	Introduction to Media Studies 2
MGMT H1402	Management
PUBL H1401	Theories and Best Ethical Practice in Public Relations
MKTG C1810	Social Media Marketing

Stage 1 Award : Honours Bachelor Degree

Stage 2 / Semester 1

Mandatory	
Module Code	Module Title
LAWS C2806	Fundamentals of Media and PR Law 1
MKTG C1317	Fundamentals of Marketing
VIDE C2804	Creative Video
RECH	Public Relations Research and Evaluation
COMM C2804	Visual Language and Communications

Stage 2 / Semester 2

Elective Regulation

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

Mandatory	
Module Code	Module Title
LAWS C3802	Fundamentals of Media and PR Law 2
MEDI H2401	IT and New Media
MKTG C3804	Contemporary Marketing Practice
PUBL C2806	Creative Radio and Storytelling
PUBL H2403	Specialist Areas in Public Relations

Stage 2 Exit Only Award : Higher Certificate

Stage 3 / Semester 1

Mandatory	
Module Code	Module Title
PUBL C3806	Networking in Public Relations
DSGN H3423	Contemporary Communication Design
EDUC C3804	Content Writing
JOUR C3806	Journalism
ETHI C3804	New Media Ethics

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). Learners may EXIT at this stage of the programme with a BA in Public Relations and Media (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
WKPL C3808	PR and Media Internship Project
MGMT C3329	Corporate Social Responsibility
BUSS H3006	Strategic Service and CX Excellence
MKTG C4320	New Product Innovation

Stage 3 Exit Only Award : Ordinary Bachelor Degree

Stage 4 / Semester 1

Mandatory	
Module Code	Module Title
BUSS H3705	Contemporary Irish Literature
PUBL C4804	Podcasting and Multi-Screen Production
PROJ H4401	PR Campaign Project
MGMT C4805	Event Management
DIGT H4301	Digital Marketing

Stage 4 / Semester 2

Mandatory	
Module Code	Module Title
JOUR C4802	Ireland on Screen
MGMT C4806	Lead Portfolio
MEDI C4802	Media & Society
MKTG H4002	Digital Marketing Planning
THES H4401	Dissertation

Stage 4 Award : Honours Bachelor Degree