



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  | <a href="#">Quantitative Techniques 1</a>       |
| ECON C1315  | <a href="#">Microeconomics</a>                  |
| INFO C1318  | <a href="#">IT for Business</a>                 |
| ACCT C1322  | <a href="#">Business Financial Accounting 1</a> |

| Elective    |                                                     |
|-------------|-----------------------------------------------------|
| Module Code | Module Title                                        |
| COMM C1405  | <a href="#">Communications and Academic Writing</a> |
| FREN C1405  | <a href="#">French I</a>                            |
| GERM C1405  | <a href="#">German I</a>                            |

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  | <a href="#">Quantitative Techniques 2</a>       |
| FNCE C1406  | <a href="#">Macroeconomics</a>                  |
| MGMT C1404  | <a href="#">Management</a>                      |
| ACCT C1323  | <a href="#">Business Financial Accounting 2</a> |
| Elective    |                                                 |
| Module Code | Module Title                                    |
| BUSS C1406  | <a href="#">Business Psychology 1</a>           |
| FREN C1406  | <a href="#">French II</a>                       |
| GERM C1406  | <a href="#">German II</a>                       |

## 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  | <a href="#">Business Law</a>                        |
| MKTG C2404  | <a href="#">Introduction to Marketing</a>           |
| BUSS C2404  | <a href="#">Business Applications 3</a>             |
| MKTG C2404  | <a href="#">Human Resource Management 1</a>         |
| Elective    |                                                     |
| Module Code | Module Title                                        |
| BUSS H2304  | <a href="#">Business Psychology 2</a>               |
| FNCE C2402  | <a href="#">Intermediate Financial Accounting 1</a> |
| FREN C2405  | <a href="#">French III</a>                          |
| GERM C2405  | <a href="#">German III</a>                          |

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  | <a href="#">Supply Chain Management</a>             |
| MKTG C2315  | <a href="#">Contemporary Marketing Practice</a>     |
| ACCT C2349  | <a href="#">Business Management Accounting</a>      |
| ECON C2310  | <a href="#">Macroeconomy of Ireland</a>             |
| Elective    |                                                     |
| Module Code | Module Title                                        |
| FNCE C2319  | <a href="#">Intermediate Financial Accounting 2</a> |
| MGMT H2312  | <a href="#">Human Resource Management 2</a>         |
| BUSS H2314  | <a href="#">Business Applications 4</a>             |
| FREN H2317  | <a href="#">French IV</a>                           |
| GERM H2315  | <a href="#">German IV</a>                           |

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

### 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       | <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                                        |
| SELL H3307       | <a href="#">Sales Management</a>                    |
| MKTG             | <a href="#">Marketing Internship Project</a>        |
| BUSS H3006       | <a href="#">Strategic Service and CX Excellence</a> |
| MKTG C4320       | <a href="#">New Product Innovation</a>              |
| LANG C3309       | <a href="#">Business English 2</a>                  |

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  | <a href="#">Marketing Management</a>             |
| DIGT H4301  | <a href="#">Digital Marketing</a>                |
| MKTG H4310  | <a href="#">International Marketing Strategy</a> |
| STGY C4306  | <a href="#">Strategic Analysis</a>               |

| Group Elective 1 |                                                |
|------------------|------------------------------------------------|
| Module Code      | Module Title                                   |
| MKTG C3321       | <a href="#">Marketing for Services</a>         |
| SELL H3328       | <a href="#">Professional Selling</a>           |
| MKTG C4807       | <a href="#">Sustainable Marketing</a>          |
| MGMT H4324       | <a href="#">Shopper Category Management</a>    |
| MGMT C4805       | <a href="#">Event Management</a>               |
| STGY C4320       | <a href="#">Strategic Financial Management</a> |

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

Stage 4 Exit Only Award : Honours Bachelor Degree