



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
COAC C1313	Introduction to Coaching Pedagogy
DEVL C1316	Player Development 1 - GAA
PHIO C1311	Applied Anatomy and Sport Physiology 1
RECH C1804	Professional Writing and Research in the Digital Age
TECH C1805	Information Technology

Stage 1 / Semester 2

Mandatory	
Module Code	Module Title
ACCT C1307	Introduction to Accounting for Sport
COAC C1315	Coach Education 1 - GAA
DEVL C1321	Player Development 2 - GAA
MGMT C1307	Foundations of Sport Management
PHIO C1315	Applied Anatomy and Sport Physiology 2

Stage 2 / Semester 1

Mandatory	
Module Code	Module Title
STGY	Injury Prevention and Recovery Strategies in Sport
ACCT	Accounting for Sport
MKTG H2321	Sports Marketing
COAC	Coach Education 2 - GAA
DEVL_2	Player Development 3 - GAA

Stage 2 / Semester 2

Mandatory	
Module Code	Module Title
PHIO	Strength and Conditioning
ECON H2311	Sports Economics
DEVL C2315	GAA Club Development
LEAD	Player Development 4 - GAA
FNCE C2324	Finance for Sport 1

Stage 3 / Semester 1

Elective Regulation
2 x 5 credit Electives required.

Mandatory	
Module Code	Module Title
SPRT	Fitness Testing and Load Monitoring in Sport
COMM	Sponsorship in Sport
MGMT H3357	People Management Skills (Sports)
FNCE C3332	Finance for Sport 2
Elective	
Module Code	Module Title
DEVL_2	Player Development 5 - GAA
SOCL H3336	Community Sport and Social Inclusion
ANAL	Sports Performance Analysis
COAC_2	Coach Education 3 - GAA

Stage 3 / Semester 2

Elective Regulation

Students must take either 1. Work Placement or 2. Study Abroad or 3. Sports Internship project plus the two five credit electives in semester 6.

Elective	
Module Code	Module Title
WKPL C3315	Work Placement
SPRT	Sports Internship Project
PROJ C3802	Study Semester Abroad
MGMT H4325	Operations Management (Sport)
DATA	Introduction to Data Analysis for Sport