



APPROVED

<b>Awards</b>	
Ordinary Bachelor Degree	
<b>Mode of Delivery:</b>	Full Time
<b>No. of Stages :</b>	3
<b>NFQ Level:</b>	7
<b>Programme Credits:</b>	180
<b>Language of Instruction:</b>	English
<b>Department:</b>	Sport Media and Marketing

## Stage Schedules

### Stage 1

Mandatory	
Module Code	Module Title
SPRT H1315	<a href="#">Foundations of Sport Mgmt</a>
RECH H1305	<a href="#">Effective Writing and Research</a>
SPRT H1316	<a href="#">App Anatomy &amp; Sport Physiology</a>
TECH H1304	<a href="#">Information Technology 1</a>
SPRT H1321	<a href="#">Player Development 1 - Rugby</a>
SPRT H1322	<a href="#">Coach Education 1 - Rugby</a>

## Stage 2

### Elective Regulation

Students may EXIT at this stage of the programme with a Higher Certificate in Arts in Sport and Exercise (GAA or Rugby or Soccer) (Embedded Exit Award), provided they have achieved the required Level 6 learning outcomes. Academic Regulations apply.

Mandatory	
Module Code	Module Title
ECON H2311	<a href="#">Sports Economics</a>
FNCE H2302	<a href="#">Finance for Sport 1</a>
MKTG H2321	<a href="#">Sports Marketing</a>
SPRT H2316	<a href="#">Functional Screening &amp; Fitness Testing</a>
SPRT H2317	<a href="#">Strength &amp; Conditioning</a>
SPRT H2323	<a href="#">Player Development 2 - Rugby</a>
SPRT H2324	<a href="#">Coach Education 2 - Rugby</a>

### Stage 3

#### Elective Regulation

Students may EXIT at this stage of the programme with a Bachelor of Arts in Sport and Exercise (GAA or Rugby or Soccer) (Embedded Exit Award), provided they have achieved the required Level 7 learning outcomes. Academic Regulations apply.

Mandatory	
Module Code	Module Title
FNCE H3311	<a href="#">Finance for Sport 2</a>
MGMT H3357	<a href="#">People Management Skills (Sports)</a>
MGMT H3340	<a href="#">Sponsorship and Media Management in Sport</a>
LAWS H3333	<a href="#">Legal Studies for Sport</a>
PLAN H3301	<a href="#">Applied Programme Planning</a>
Group Elective 1	
Module Code	Module Title
SPRT H3320	<a href="#">Player Development 3 - Rugby</a>
Group Elective 2	
Module Code	Module Title
SPRT H3321	<a href="#">Coach Education 3 - Rugby</a>
Group Elective 3	
Module Code	Module Title
SOCL H3337	<a href="#">Community Sport and Social Inclusion</a>