

SPORTS, MEDIA & MARKETING

Department	Programme	Stage	Module Title	Proposed Alternative Assessments
Sports, Media & Marketing	Bachelor of Science (Hons) in Digital Marketing with Analytics. BBDMA B	1	Introduction to Digital Media and Social Media Technologies.	Assessments, when complete will fully address the Learning Outcomes.
Sports, Media & Marketing	Bachelor of Science (Hons) in Digital Marketing with Analytics. BBDMA B	1	Digital Media Design.	Assessments, when complete will fully address the Learning Outcomes.
Sports, Media & Marketing	Bachelor of Science (Hons) in Digital Marketing with Analytics. BBDMA B	1	Introduction to Data Analysis for Digital Marketing.	Assessments, when complete will fully address the Learning Outcomes.
Sports, Media & Marketing	Bachelor of Science (Hons) in Digital Marketing with Analytics. BBDMA B	2	Integrated Marketing Communication.	Assessments, when complete will fully address the Learning Outcomes.
Sports, Media & Marketing	Bachelor of Science (Hons) in Digital Marketing with Analytics. BBDMA B	2	Web Design, UX and CRM.	Assessments, when complete will fully address the Learning Outcomes.
Sports, Media & Marketing	Bachelor of Science (Hons) in Digital Marketing with Analytics. BBDMA B	2	Law and Regulation in the Digital Economy.	Assessments, when complete will fully address the Learning Outcomes.
Sports, Media & Marketing	Bachelor of Science (Hons) in Digital Marketing with Analytics. BBDMA B	3	Sustainable Marketing	Assessments, when complete will fully address the Learning Outcomes.
Sports, Media & Marketing	Bachelor of Science (Hons) in Digital Marketing with Analytics. BBDMA B	3	Consumer Psychology & Behaviour	Assessments, when complete will fully address the Learning Outcomes.
Sports, Media & Marketing	Bachelor of Science in Digital Marketing with Analytics. BBDMA D	1	Introduction to Digital Media and Social Media Technologies.	Assessments, when complete will fully address the Learning Outcomes.
Sports, Media & Marketing	Bachelor of Science in Digital Marketing with Analytics. BBDMA D	1	Digital Media Design.	Assessments, when complete will fully address the Learning Outcomes.
Sports, Media & Marketing	Bachelor of Science in Digital Marketing with Analytics. BBDMA D	1	Introduction to Data Analysis for Digital Marketing.	Assessments, when complete will fully address the Learning Outcomes.
Sports, Media & Marketing	Bachelor of Science in Digital Marketing with Analytics. BBDMA D	2	Integrated Marketing Communication.	Assessments, when complete will fully address the Learning Outcomes.
Sports, Media & Marketing	Bachelor of Science in Digital Marketing with Analytics. BBDMA D	2	Web Design, UX and CRM.	Assessments, when complete will fully address the Learning Outcomes.

Sports, Media & Marketing	Bachelor of Science in Digital Marketing with Analytics. BBDMA D	2	Law and Regulation in the Digital Economy.	Assessments, when complete will fully address the Learning Outcomes.
Sports, Media & Marketing	Bachelor of Science in Digital Marketing with Analytics. BBDMA D	3	Sustainable Marketing	Assessments, when complete will fully address the Learning Outcomes.
Sports, Media & Marketing	Bachelor of Science in Digital Marketing with Analytics. BBDMA D	3	Consumer Psychology & Behaviour.	Assessments, when complete will fully address the Learning Outcomes.
Sports, Media & Marketing	Bachelor of Arts in Sports Coaching and Business Management (GAA). BBGAA D	1	Foundations of Sport Management.	Final Examination is moved to Online, exams/assignment with oral exam permitted.
Sports, Media & Marketing	Bachelor of Arts in Sports Coaching and Business Management (GAA). BBGAA D	2	Sports Economics.	Assessments, when complete will fully address the Learning Outcomes.
Sports, Media & Marketing	Bachelor of Arts in Sports Coaching and Business Management (GAA). BBGAA D	2	Finance for Sport 1.	Final Examination is moved to Online, exams/assignment with oral exam permitted.
Sports, Media & Marketing	Bachelor of Arts in Sports Coaching and Business Management (GAA). BBGAA D	2	Sports Marketing	Assessments, when complete will fully address the Learning Outcomes.
Sports, Media & Marketing	Bachelor of Arts in Sports Coaching and Business Management (GAA). BBGAA D	2	Functional Screening and Fitness Testing.	Assessments, when complete will fully address the Learning Outcomes.
Sports, Media & Marketing	Bachelor of Arts (Honours) in Management Practice. BBMGT B	4	Operations Management.	Assessments, when complete will fully address the Learning Outcomes.
Sports, Media & Marketing	Bachelor of Arts (Honours) in Management Practice. BBMGT B	4	Event Management.	Assessments, when complete will fully address the Learning Outcomes.
Sports, Media & Marketing	Bachelor of Arts (Honours) in Management Practice. BBMGT B	4	Marketing Management.	Final Examination is moved to Online, exams/assignment with oral exam permitted.
Sports, Media & Marketing	Bachelor of Arts (Honours) in Management Practice. BBMGT B	4	Digital Marketing	Assessments, when complete will fully address the Learning Outcomes.
Sports, Media & Marketing	Bachelor of Business (Honours) in Marketing. BBOPT B (MKT)	3	Integrated Marketing Communication.	Assessments, when complete will fully address the Learning Outcomes.
Sports, Media & Marketing	Bachelor of Business (Honours) in Marketing. BBOPT B (MKT)	3	Market & Customer Insights	Assessments, when complete will fully address the Learning Outcomes.
Sports, Media & Marketing	Bachelor of Business (Honours) in Marketing. BBOPT B (MKT)	3	Sustainable Marketing	Assessments, when complete will fully address the Learning Outcomes.

Sports, Media & Marketing	Bachelor of Business (Honours) in Marketing. BBOPT B (MKT)	3	Consumer Psychology & Behaviour	Assessments, when complete will fully address the Learning Outcomes.
Sports, Media & Marketing	Bachelor of Business (Honours) in Marketing. BBOPT B (MKT)	3	Services Marketing.	Assessments, when complete will fully address the Learning Outcomes.
Sports, Media & Marketing	Bachelor of Business (Honours) in Marketing. BBOPT B (MKT)	3	Sales Management.	Assessments, when complete will fully address the Learning Outcomes.
Sports, Media & Marketing	Bachelor of Business (Honours) in Marketing. BBOPT B (MKT)	3	Selling.	Assessments, when complete will fully address the Learning Outcomes.
Sports, Media & Marketing	Bachelor of Business (Honours) in Marketing. BBOPT B (MKT)	4	International Marketing.	Assessments, when complete will fully address the Learning Outcomes.
Sports, Media & Marketing	Bachelor of Business (Honours) in Marketing. BBOPT B (MKT)	4	Category Management.	Assessments, when complete will fully address the Learning Outcomes.
Sports, Media & Marketing	Bachelor of Business (Honours) in Marketing. BBOPT B (MKT)	4	Marketing Management.	Assessments, when complete will fully address the Learning Outcomes.
Sports, Media & Marketing	Bachelor of Business (Honours) in Marketing. BBOPT B (MKT)	4	New Product Innovation.	Assessments, when complete will fully address the Learning Outcomes.
Sports, Media & Marketing	Bachelor of Business (Honours) in Marketing. BBOPT B (MKT)	4	Strategic Management.	Final Examination is moved to Online, exams/assignment with oral exam permitted.
Sports, Media & Marketing	Bachelor of Business (Honours) in Marketing. BBOPT B (MKT)	4	Digital Marketing	Assessments, when complete will fully address the Learning Outcomes.
Sports, Media & Marketing	Bachelor of Business in Marketing. BBOPT D (MKT)	3	Integrated Marketing Communication.	Assessments, when complete will fully address the Learning Outcomes.
Sports, Media & Marketing	Bachelor of Business in Marketing. BBOPT D (MKT)	3	Market & Customer Insights	Assessments, when complete will fully address the Learning Outcomes.
Sports, Media & Marketing	Bachelor of Business in Marketing. BBOPT D (MKT)	3	Sustainable Marketing	Assessments, when complete will fully address the Learning Outcomes.
Sports, Media & Marketing	Bachelor of Business in Marketing. BBOPT D (MKT)	3	Services Marketing.	Assessments, when complete will fully address the Learning Outcomes.
Sports, Media & Marketing	Bachelor of Business in Marketing. BBOPT D (MKT)	3	Sales Management.	Assessments, when complete will fully address the Learning Outcomes.

Sports, Media & Marketing	Bachelor of Business in Marketing. BBOPT D (MKT)	3	Selling.	Assessments, when complete will fully address the Learning Outcomes.
Sports, Media & Marketing	Bachelor of Arts in Sport Coaching and Business Management (Rugby). BBRUG D	1	Foundations of Sport Management.	Final Examination is moved to Online, exams/assignment with oral exam permitted.
Sports, Media & Marketing	Bachelor of Arts in Sport Coaching and Business Management (Rugby). BBRUG D	1	Player Development 1 - Rugby.	Assessments, when complete will fully address the Learning Outcomes.
Sports, Media & Marketing	Bachelor of Arts in Sport Coaching and Business Management (Rugby). BBRUG D	1	Coach Education 1 - Rugby.	Assessments, when complete will fully address the Learning Outcomes.
Sports, Media & Marketing	Bachelor of Arts in Sport Coaching and Business Management (Rugby). BBRUG D	3	Sports Economics.	Assessments, when complete will fully address the Learning Outcomes.
Sports, Media & Marketing	Bachelor of Arts in Sport Coaching and Business Management (Rugby). BBRUG D	2	Finance for Sport 1.	Final Examination is moved to Online, exams/assignment with oral exam permitted.
Sports, Media & Marketing	Bachelor of Arts in Sport Coaching and Business Management (Rugby). BBRUG D	2	Sports Marketing	Assessments, when complete will fully address the Learning Outcomes.
Sports, Media & Marketing	Bachelor of Arts in Sport Coaching and Business Management (Rugby). BBRUG D	2	Functional Screening and Fitness Testing.	Assessments, when complete will fully address the Learning Outcomes.
Sports, Media & Marketing	Bachelor of Arts in Sport Coaching and Business Management (Rugby). BBRUG D	2	Player Development 2 - Rugby.	Assessments, when complete will fully address the Learning Outcomes.
Sports, Media & Marketing	Bachelor of Arts in Sport Coaching and Business Management (Rugby). BBRUG D	1	Coach Education 2 - Rugby.	Final Examination is moved to Online, exams/assignment with oral exam permitted.
Sports, Media & Marketing	Bachelor of Arts in Sport Coaching and Business Management (Rugby). BBRUG D	3	Player Development 3 - Rugby.	Assessments, when complete will fully address the Learning Outcomes.
Sports, Media & Marketing	Bachelor of Arts in Sport Coaching and Business Management (Rugby). BBRUG D	3	Coach Education 3 - Rugby.	Final Examination is moved to Online, exams/assignment with oral exam permitted.
Sports, Media & Marketing	Bachelor of Arts (Honours) in Sports Management and Coaching. BBSMC B	1	Foundations of Sport Management.	Assessments, when complete will fully address the Learning Outcomes.

Sports, Media & Marketing	Bachelor of Arts (Honours) in Sports Management and Coaching. BBSMC B	1	Player Development 1 - Rugby.	Assessments, when complete will fully address the Learning Outcomes.
Sports, Media & Marketing	Bachelor of Arts (Honours) in Sports Management and Coaching. BBSMC B	1	Coach Education 1 - Rugby.	Final Examination is moved to Online, exams/assignment with oral exam permitted.
Sports, Media & Marketing	Bachelor of Arts (Honours) in Sports Management and Coaching. BBSMC B	2	Sports Economics.	Assessments, when complete will fully address the Learning Outcomes.
Sports, Media & Marketing	Bachelor of Arts (Honours) in Sports Management and Coaching. BBSMC B	2	Finance for Sport 1.	Final Examination is moved to Online, exams/assignment with oral exam permitted.
Sports, Media & Marketing	Bachelor of Arts (Honours) in Sports Management and Coaching. BBSMC B	2	Sports Marketing	Assessments, when complete will fully address the Learning Outcomes.
Sports, Media & Marketing	Bachelor of Arts (Honours) in Sports Management and Coaching. BBSMC B	2	Functional Screening and Fitness Testing.	Assessments, when complete will fully address the Learning Outcomes.
Sports, Media & Marketing	Bachelor of Arts (Honours) in Sports Management and Coaching. BBSMC B	2	Player Development 2 - Rugby.	Assessments, when complete will fully address the Learning Outcomes.
Sports, Media & Marketing	Bachelor of Arts (Honours) in Sports Management and Coaching. BBSMC B	1	Coach Education 2 - Rugby.	Final Examination is moved to Online, exams/assignment with oral exam permitted.
Sports, Media & Marketing	Bachelor of Arts (Honours) in Sports Management and Coaching. BBSMC B	3	Applied Programme Planning.	Assessments, when complete will fully address the Learning Outcomes.
Sports, Media & Marketing	Bachelor of Arts (Honours) in Sports Management and Coaching. BBSMC B	3	Player Development 3 - Rugby.	Final Examination is moved to Online, exams/assignment with oral exam permitted.
Sports, Media & Marketing	Bachelor of Arts (Honours) in Sports Management and Coaching. BBSMC B	3	Coach Education 3 - Rugby.	Final Examination is moved to Online, exams/assignment with oral exam permitted.
Sports, Media & Marketing	Bachelor of Arts (Honours) in Sports Management and Coaching. BBSMC B	4	Operations Management.	Assessments, when complete will fully address the Learning Outcomes.
Sports, Media & Marketing	Bachelor of Arts (Honours) in Sports Management and Coaching. BBSMC B	4	Event Management.	Assessments, when complete will fully address the Learning Outcomes.

Sports, Media & Marketing	Bachelor of Arts (Honours) in Sports Management and Coaching. BBSMC B	4	Contemporary Issues in Sport.	Assessments, when complete will fully address the Learning Outcomes.
Sports, Media & Marketing	Bachelor of Arts (Honours) in Sports Management and Coaching. BBSMC B	NFQ Level 8	Coach Development and Mentoring.	Assessments, when complete will fully address the Learning Outcomes.
Sports, Media & Marketing	Bachelor of Arts in Sport Coaching and Business Management (Soccer). BBSOC D	1	Foundations of Sport Management.	Final Examination is moved to Online, exams/assignment with oral exam permitted.
Sports, Media & Marketing	Bachelor of Arts in Sport Coaching and Business Management (Soccer). BBSOC D	2	Sports Economics.	Assessments, when complete will fully address the Learning Outcomes.
Sports, Media & Marketing	Bachelor of Arts in Sport Coaching and Business Management (Soccer). BBSOC D	2	Finance for Sport 1.	Final Examination is moved to Online, exams/assignment with oral exam permitted.
Sports, Media & Marketing	Bachelor of Arts in Sport Coaching and Business Management (Soccer). BBSOC D	2	Sports Marketing	Assessments, when complete will fully address the Learning Outcomes.
Sports, Media & Marketing	Bachelor of Arts in Sport Coaching and Business Management (Soccer). BBSOC D	2	Functional Screening and Fitness Testing.	Assessments, when complete will fully address the Learning Outcomes.
Sports, Media & Marketing	Master of Science in Sports Performance Analysis. BBSPA M	5	Sports Analytics & Insights	Assessments, when complete will fully address the Learning Outcomes.
Sports, Media & Marketing	Master of Science in Sports Performance Analysis. BBSPA M	5	Performance Analysis & Coaching Environment.	Assessments, when complete will fully address the Learning Outcomes.
Sports, Media & Marketing	Master of Science in Sports Performance Analysis. BBSPA M	NFQ Level 9	Biomechanics and Movement Analysis.	Assessments, when complete will fully address the Learning Outcomes.
Sports, Media & Marketing	Master of Science in Sports Performance Analysis. BBSPA M	NFQ Level 9	Sports Performance Analysis Theory to Practice	Assessments, when complete will fully address the Learning Outcomes.
Sports, Media & Marketing	Master of Science in Sports Performance Analysis. BBSPA M	9	Performance Analysis 2.	Assessments, when complete will fully address the Learning Outcomes.
Sports, Media & Marketing	Bachelor of Arts (Honours) in Media and Public Relations. BHCPR B	1	MEDIA STUDIES 1.	Final Examination is moved to Online, exams/assignment with oral exam permitted.
Sports, Media & Marketing	Bachelor of Arts (Honours) in Media and Public Relations. BHCPR B	1	Social Psychology.	Final Examination is moved to Online, exams/assignment with oral exam permitted.

Sports, Media & Marketing	Bachelor of Arts (Honours) in Media and Public Relations. BHCPR B	1	Information Technology 1.	Assessments, when complete will fully address the Learning Outcomes.
Sports, Media & Marketing	Bachelor of Arts (Honours) in Media and Public Relations. BHCPR B	2	Media Studies 2	Final Examination is moved to Online, exams/assignment with oral exam permitted.
Sports, Media & Marketing	Bachelor of Arts (Honours) in Media and Public Relations. BHCPR B	3	Media Studies 3	Assessments, when complete will fully address the Learning Outcomes.
Sports, Media & Marketing	Bachelor of Arts (Honours) in Media and Public Relations. BHCPR B	3	New Media and Society.	Final Examination is moved to Online, exams/assignment with oral exam permitted.
Sports, Media & Marketing	Master of Science in Digital Marketing. BHMDM M	5	Strategic Design.	Assessments, when complete will fully address the Learning Outcomes.
Sports, Media & Marketing	Higher Diploma in Business in Marketing. BHMKT H	4	New Product Innovation.	Assessments, when complete will fully address the Learning Outcomes.
Sports, Media & Marketing	Higher Diploma in Business in Marketing. BHMKT H	4	Marketing Management.	Final Examination is moved to Online, exams/assignment with oral exam permitted.
Sports, Media & Marketing	Higher Diploma in Business in Marketing. BHMKT H	4	International Marketing.	Assessments, when complete will fully address the Learning Outcomes.
Sports, Media & Marketing	Higher Diploma in Business in Marketing. BHMKT H	3	Market & Customer Insights	Assessments, when complete will fully address the Learning Outcomes.
Sports, Media & Marketing	Higher Diploma in Business in Marketing. BHMKT H	3	Sustainable Marketing	Assessments, when complete will fully address the Learning Outcomes.
Sports, Media & Marketing	Higher Diploma in Business in Marketing. BHMKT H	3	Consumer Psychology & Behaviour	Assessments, when complete will fully address the Learning Outcomes.
Sports, Media & Marketing	Higher Diploma in Business in Marketing. BHMKT H	3	Selling.	Assessments, when complete will fully address the Learning Outcomes.
Sports, Media & Marketing	Higher Diploma in Business in Marketing. BHMKT H	3	Integrated Marketing Communication.	Assessments, when complete will fully address the Learning Outcomes.
Sports, Media & Marketing	Higher Diploma in Business in Marketing. BHMKT H	4	Digital Marketing	Assessments, when complete will fully address the Learning Outcomes.
Sports, Media & Marketing	Bachelor of Business (Honours) in Marketing. HHMKT B	3	Integrated Marketing Communication.	Assessments, when complete will fully address the Learning Outcomes.

Sports, Media & Marketing	Bachelor of Business (Honours) in Marketing. HHMKT B	3	Market & Customer Insights	Assessments, when complete will fully address the Learning Outcomes.
Sports, Media & Marketing	Bachelor of Business (Honours) in Marketing. HHMKT B	3	Sustainable Marketing	Assessments, when complete will fully address the Learning Outcomes.
Sports, Media & Marketing	Bachelor of Business (Honours) in Marketing. HHMKT B	3	Consumer Psychology & Behaviour	Assessments, when complete will fully address the Learning Outcomes.
Sports, Media & Marketing	Bachelor of Business (Honours) in Marketing. HHMKT B	3	Services Marketing.	Assessments, when complete will fully address the Learning Outcomes.
Sports, Media & Marketing	Bachelor of Business (Honours) in Marketing. HHMKT B	3	Sales Management.	Assessments, when complete will fully address the Learning Outcomes.
Sports, Media & Marketing	Bachelor of Business (Honours) in Marketing. HHMKT B	4	International Marketing.	Assessments, when complete will fully address the Learning Outcomes.
Sports, Media & Marketing	Bachelor of Business (Honours) in Marketing. HHMKT B	4	Category Management.	Assessments, when complete will fully address the Learning Outcomes.
Sports, Media & Marketing	Bachelor of Business (Honours) in Marketing. HHMKT B	4	Marketing Management.	Final Examination is moved to Online, exams/assignment with oral exam permitted.
Sports, Media & Marketing	Bachelor of Business (Honours) in Marketing. HHMKT B	4	New Product Innovation.	Assessments, when complete will fully address the Learning Outcomes.
Sports, Media & Marketing	Bachelor of Business (Honours) in Marketing. HHMKT B	4	Strategic Management.	Final Examination is moved to Online, exams/assignment with oral exam permitted.
Sports, Media & Marketing	Bachelor of Business (Honours) in Marketing. HHMKT B	4	Digital Marketing	Final Examination is moved to Online, exams/assignment with oral exam permitted.