

# TEACHING PLAN FOR DIGITAL MARKETING PROGRAM

## UNDERGRADUATE LEVEL – 2024

Basic knowledge	Foundational disciplinary knowledge	Advanced disciplinary knowledge	Supporting Knowledge	Internship	Non-accumulative knowledge
-----------------	-------------------------------------	---------------------------------	----------------------	------------	----------------------------

First year		Second year		Third year		Fourth year	
------------	--	-------------	--	------------	--	-------------	--

Semester 1A		Semester 2A		Semester 1A		Semester 2A		Semester 1A		Semester 2A		Semester 1A		Semester 2A									
Digital Citizenship DMK1101 (3cr)	Aesthetic Thinking DMK1114 (3cr)	Marketing Research MKT1107 (3cr)	Project Design 2 SKI1108 (3cr)	English 5 ENG3105 (4cr)	Digital marketing MKT1135 (3cr)	(E) Consumer Behavior MGT1102E (3cr)	Microeconomics ECO1101 (3cr)	(E) Search Marketing DMK1103E (3cr)	Introduction to Law LAW1101 (3cr)	(E) Digital Marketing Management DMK1104E (3cr)	(E) Digital Marketing Analytics DMK1107E (3cr)	(E) Integrated Marketing Communications MKT1132E (3cr)	(E) Online Advertising MKT1139E (3cr)	Contemporary Issues in Digital Marketing DMK1123 (3cr)	(E) Event Directing EVM1107E (3cr)	Digital Advertising Strategy Project DMK1424 (3cr)	(E) Digital Project Management DMK1109E (3cr)	Elective Course 2 (3cr)	Elective Course 3 (3cr)	Marxist-Leninist Philosophy POL1111 (3cr)			
English 1 ENG3101 (4cr)	English 3 ENG3103 (4cr)	English 2 ENG3102 (4cr)	English 4 ENG3104 (4cr)	English 6 ENG3106 (4cr)	Physical Education 1 (1cr)	(E) Multimedia Techniques ADS1105E (3cr)	Macroeconomics ECO1102 (3cr)	Physical Education 3 (1cr)	Digital Performance Marketing Strategy DMK1122 (3cr)	2D and 3D Graphics DMK1112 (3cr)	(E) Social Media Marketing DMK1105E (3cr)	(E) Designing the User Experience DMK1106E (3cr)	(E) Virtual Event Technology DMK1113E (3cr)	(E) Web Design for Advertising ADS1118E (3cr)	(E) Virtual Event Management DMK1111E (3cr)	(E) Personal Branding sđ DMK1110E (3cr)	(E) Digital Customer Relationship Management DMK1102E (3cr)	Corporate Identity Design ADS1110 (3cr)	History of the Communist Party of Vietnam POL1115 (2cr)	Ho Chi Minh Ideology POL1114 (2cr)	Scientific Socialism POL1113 (2cr)		
Project Design 1 SKI1107 (3cr)	Copywriting ADS1109 (3cr)	Principles of Marketing MKT1101 (3cr)	Introduction to Computer Basics ITE1201 (3cr)	Internship 1 DMK1116 (1cr)	Physical Education 2 (1cr)	(E) E-commerce BUS1104E (3cr)	Physical Education 2 (1cr)	(E) Social Media Marketing DMK1105E (3cr)	(E) Designing the User Experience DMK1106E (3cr)	(E) Virtual Event Technology DMK1113E (3cr)	(E) Social Media Marketing DMK1105E (3cr)	(E) Designing the User Experience DMK1106E (3cr)	(E) Virtual Event Technology DMK1113E (3cr)	(E) Web Design for Advertising ADS1118E (3cr)	(E) Virtual Event Management DMK1111E (3cr)	(E) Personal Branding sđ DMK1110E (3cr)	(E) Digital Customer Relationship Management DMK1102E (3cr)	Corporate Identity Design ADS1110 (3cr)	History of the Communist Party of Vietnam POL1115 (2cr)	Ho Chi Minh Ideology POL1114 (2cr)	Scientific Socialism POL1113 (2cr)		
Graduation Internship DMK1319 (3cr)	Graduation Project/ Thesis DMK1420/1 (6cr)	Virtual Event Project DMK1425 (3cr)	Elective Course 1 (3cr)	Elective Course 2 (3cr)	Elective Course 3 (3cr)	Graduation Internship DMK1319 (3cr)	Graduation Project/ Thesis DMK1420/1 (6cr)	Virtual Event Project DMK1425 (3cr)	Elective Course 1 (3cr)	Elective Course 2 (3cr)	Elective Course 3 (3cr)	Graduation Internship DMK1319 (3cr)	Graduation Project/ Thesis DMK1420/1 (6cr)	Virtual Event Project DMK1425 (3cr)	Elective Course 1 (3cr)	Elective Course 2 (3cr)	Elective Course 3 (3cr)	Graduation Internship DMK1319 (3cr)	Graduation Project/ Thesis DMK1420/1 (6cr)	Virtual Event Project DMK1425 (3cr)	Elective Course 1 (3cr)	Elective Course 2 (3cr)	Elective Course 3 (3cr)

**Notations Used**

Course name Course ID (Credit)	Course information
(E)	English-taught course

- List of elective courses**
- Global Citizenship
  - Japanese Concepts to Win Friends and Influence People
  - Country Studies of Japan
  - Country Studies of China
  - World Economics Geography
  - Cross-cultural Communication
  - Mental Health Education
  - Entrepreneurship
  - Commercial Law
  - International Law
  - The Basic of Arts
  - Arts of Leadership
  - Professional Personal Branding
  - Diplomatic Protocol
  - Introduction to Digital Transformation
  - Global Issues
  - Enterprises Law
  - Applied Data Analytics
  - Personal Financial Management
  - Global Strategic Management
  - Communication Psychology
  - Creative Presentation
  - Aesthetic Thinking
  - Diplomatic Reception and Table Art
  - Korean Traditional Culture
  - Human Civilization
  - Cultures of Southeast Asia Countries

\* Physical Education module: choose 1 out of 5 subjects: Aerobics, Boxing, Vovinam, Dancesport, Bodybuilding  
Thể hình thẩm mỹ