

# TEACHING PLAN FOR MARKETING PROGRAM UNDERGRADUATE LEVEL – 2024



First year		Second year		Third year		Fourth year	
Semester 1A	Semester 2A	Semester 1A	Semester 2A	Semester 1A	Semester 2A	Semester 1A	Semester 2A
Principles of Marketing MKT1101 (3cr)	Project Design 1 SKI1107 (3cr)	Physical Education 1 (1cr)	Physical Education 2 (1cr)	(E) Marketing Channel Management MKT1127E (3cr)	(E) Pricing Strategy MKT1148E (3cr)	E-commerce BUS1104 (3cr)	
English 1 ENG3101 (4cr)	English 3 ENG3103 (4cr)	Project Design 2 SKI1108 (3cr)	Macroeconomics ECO1102 (3cr)	Introduction to Law LAW1101 (3cr)	(E) Brand Management MGT1115E (3cr)	(E) Personal Branding MKT1147E (3cr)	
English 2 ENG3102 (4cr)	English 4 ENG3104 (4cr)	English 5 ENG3105 (4cr)	Marketing Research MKT1107 (3cr)	Retail Management MGT1149 (3cr)	(E) Digital Marketing MKT1135E (3cr)	(E) Commercial Videos ADS1111E (3cr)	Môn tự chọn 2 (3cr)
Introduction to Computer Basics ITE1201 (3cr)	Public Relations in Marketing MKT1149 (3cr)	English 6 ENG3106 (4cr)	Foundations of Event Management EVM1103 (3cr)	(E) Service Marketing MKT1111E (3cr)	(E) Brand Analytics MKT1154E (3cr)	Môn tự chọn 1 (3cr)	Môn tự chọn 3 (3cr)
Principles of Management MGT1101 (3cr)	Applied Informatics in Statistics ITE1262 (3cr)	Microeconomics ECO1101 (3cr)	(E) Marketing Management MKT1102E (3cr)	(E) Customer Relationship Management MGT1123E (3cr)	Copywriting ADS1109 (3cr)	Graduation Project / Thesis MKT1416/17 (6cr)	Marxist-Leninist Philosophy POL1111 (3cr)
		(E) Consumer Behavior MGT1102E (3cr)	(E) Product Management MGT1103E (3cr)	(E) Integrated Marketing Communications MKT1132E (3cr)	Advertising ADS1109 (3cr)	Graduation Internship MKT1343 (3cr)	
		Physical Education 3 (1cr)	Physical Education 3 (1cr)	(E) International Marketing MKT1106E (3cr)	(E) Cinematography Techniques COT1124E (3cr)		Marxist-Leninist Political Economics POL1112 (2cr)
		Military Education MIL1203		(E) Data Analytics for Marketing MKT1153E (3cr)	(E) Graphic Design in Advertising ADS1107E (3cr)		Scientific Socialism POL1113 (2cr)
				Marketing Management Project MKT1450 (3cr)	Advertising Strategy Project MKT1452 (3cr)		Ho Chi Minh Ideology POL1114 (2cr)
				(E) Digital Branding MKT1123E (3cr)	Corporate Identity Design ADS1110 (3cr)		History of the Communist Party of Vietnam POL1115 (2cr)
				Brand Management Project MKT1451 (3cr)			

**Notations Used**

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

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