

# TEACHING PLAN FOR PUBLIC RELATIONS PROGRAM UNDERGRADUATE LEVEL – 2024

Basic knowledge	Foundational disciplinary knowledge	Advanced disciplinary knowledge	Supporting Knowledge	Internship	Non-accumulative knowledge
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First year		Second year		Third year		Fourth year	
Semester 1A	Semester 2A	Semester 1A	Semester 2A	Semester 1A	Semester 2A	Semester 1A	Semester 2A
Master of Ceremonies PUR1119 (3cr)	Introduction to Public Relations PUR1102 (3cr)	(E) Sociology of Media SOC1102E (3cr)	Physical Education 2 (1cr)	(E) Photography Techniques COT1110E (3cr)	(E) Public Relations Strategic Management PUR1105E (3cr)	Film Criticism PUR1227 (3cr)	Social Media Project PUR1437 (3cr)
English 1 ENG3101 (4cr)	Introduction to Law LAW1101 (3cr)	Project Design 2 SKI1108 (3cr)	(E) Brand Building and Promotion PUR1106E (3cr)	(E) Event Management PUR1108E (3cr)	Interviews JOU1103 (3cr)	(E) Crisis Communication PUR1114E (3cr)	Digital Media Project PUR1438 (3cr)
English 2 ENG3102 (4cr)	English 3 ENG3103 (4cr)	English 5 ENG3105 (4cr)	Marxist-Leninist Philosophy POL1111 (3cr)	Ho Chi Minh Ideology POL1114 (2cr)	History of the Communist Party of Vietnam POL1115 (2cr)	News and Feature Writing JOU1206 (3cr)	Elective Course 3 (3cr)
Fundamentals of Vietnamese Culture SOS1101 (3cr)	Introduction to Computer Basics ITE1201 (3cr)	(E) International Communication PUR1128E (3cr)	Marxist-Leninist Political Economics POL1112 (2cr)	(E) Videography Techniques COT1111E (3cr)	Radio Broadcasting PUR1212 (3cr)	Internal Communication and Community Relations PUR1103 (3cr)	Graduation Project / Thesis PUR1424/5 (6cr)
Project Design 1 SKI1107 (3cr)	Physical Education 1 (1cr)	Effective Writing PUR1118 (3cr)	Scientific Socialism POL1113 (2cr)	Editing JOU1104 (3cr)	Television Programs Production PUR1226 (3cr)	(E) Fake News and Disinformation PUR1132E (3cr)	Graduation Internship PUR1329 (3cr)
<p>Notations Used</p> <div style="display: flex; align-items: center;"> <div style="border: 1px solid black; padding: 2px; margin-right: 5px;">Course name Course ID (Credit)</div> <span>Course information</span> </div> <p>(E) English-taught course</p>		Physical Education 3 (1cr)	Physical Education 3 (1cr)	(E) Social Media PUR1133E (3cr)	Elective Course 2 (3cr)	(E) Print and Online Journalism JOU1105E (3cr)	
<p>List of elective courses</p> <ul style="list-style-type: none"> <li style="width: 33%;">• Physical Education module: choose 1 out of 5 subjects: Aerobics, Boxing, Vovinam, Dancesport, Bodybuilding, Thể hình thẩm mỹ</li> <li style="width: 33%;">• Global Citizenship</li> <li style="width: 33%;">• Applied Data Analytics</li> <li style="width: 33%;">• Japanese Concepts to Win Friends and Influence People</li> <li style="width: 33%;">• International Law</li> <li style="width: 33%;">• Personal Financial Management</li> <li style="width: 33%;">• Country Studies of Japan</li> <li style="width: 33%;">• The Basic of Arts</li> <li style="width: 33%;">• Global Strategic Management</li> <li style="width: 33%;">• Country Studies of China</li> <li style="width: 33%;">• Arts of Leadership</li> <li style="width: 33%;">• Communication Psychology</li> <li style="width: 33%;">• World Economics Geography</li> <li style="width: 33%;">• Professional Personal Branding</li> <li style="width: 33%;">• Creative Presentation</li> <li style="width: 33%;">• Cross-cultural Communication</li> <li style="width: 33%;">• Diplomatic Protocol</li> <li style="width: 33%;">• Aesthetic Thinking</li> <li style="width: 33%;">• Mental Health Education</li> <li style="width: 33%;">• Introduction to Digital Transformation</li> <li style="width: 33%;">• Diplomatic Reception and Table Art</li> <li style="width: 33%;">• Entrepreneurship</li> <li style="width: 33%;">• Global Issues</li> <li style="width: 33%;">• Korean Traditional Culture</li> <li style="width: 33%;">• Enterprises Law</li> <li style="width: 33%;">• Human Civilization</li> <li style="width: 33%;">• Cultures of Southeast Asia Countries</li> </ul>		(E) Audience Research PUR1134E (3cr)	(E) Marketing Communication PUR2131E (3cr)	(E) Interactive Media PUR1136E (3cr)	Corporate Communications		