

TEACHING PLAN FOR MARKETING PROGRAM UNDERGRADUATE LEVEL - 2022

Broad
foundational
knowledge

Other general
education
knowledge

Basic and foundational
disciplinary knowledge

Core
disciplinary
knowledge

Advanced disciplinary
knowledge, methods,
and tools

Related, cross-
disciplinary and
elective 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		
<p>Notations Used</p> <div style="border: 1px solid black; padding: 2px; display: inline-block;"> Course name Course ID (Credit) </div> <p>Course information</p> <p>(E) English-taught course</p>			Physical Education 2 (1cr)			(E) Integrated Marketing Communication (IMC) MKT1132E (3cr)	E-commerce BUS1104 (3cr) <i>Marketing Management</i>		
		Physical Education 1 (1cr)	Macroeconomics ECO1102 (3cr)	Introduction to Law LAW1101 (3cr)	(E) Pricing Strategy MKT1148E (3cr)	(E) Personal Branding -MKT1147E (3cr) <i>Brand Management</i>	Elective Course 2 (3cr)		
Principles of Management MGT1101 (3cr)	Project Design 1 SKI1107 (3cr)	Project Design 2 SKI1108 (3cr)	Marketing Research MKT1107 (3cr)	(E) Product Management MGT1103E (3cr)	(E) Brand Management MGT1115E (3cr)	(E) Commercial Videos -ADS1111E (3cr) <i>Quảng cáo</i>	Marxist-Leninist Philosophy POL1111 (3cr)		
English 1 ENG2101 (4cr)	English3 ENG2103 (4cr)	English5 ENG2105 (4cr)	(E) Consumer Behavior MGT1102E (3cr)	(E) Marketing Channel Management MKT1127E (3cr)	(E) Service Marketing MKT1111E (3cr)	Graduation Project / Thesis MKT1416/17 (6cr)	Marxist-Leninist Political Economics POL1112 (2cr)		
						Graduation Internship MKT1343 (3cr)			
Semester 1B	Semester 2B	Semester 1B	Semester 2B	Semester 1B	Semester 2B	Semester 1B	Semester 2B		
English 2 ENG2102 (4cr)	English4 ENG2104 (4cr)	English 6 ENG2106 (4cr)	English7 ENG2107 (4cr)	Retailing Management MGT1149 (3cr)	(E) Digital Marketing MKT1135E (3cr)	Copywriting ADS1109 (3cr)	Scientific Socialism POL1113 (2cr)		
Introduction to Computer Basics ITE1201 (3cr)	Principles of Marketing MKT1101 (3cr)	Public Relations in Marketing MKT1149 (3cr)	(E) Marketing Management MKT1102E (3cr)	Foundations of Event Management EVM1103 (3cr)	(E) Direct Marketing MKT1134E (3cr)	(E) Cinematography Techniques COT1124E (3cr)	Ho Chi Minh Ideology POL1114 (2cr)		
Microeconomics ECO1101 (3cr)	Applied Informatics in Statistics ITE1262 (3cr)	Elective Course 1 (3cr)	Physical Education 3 (1cr)	(E) Customer Relationship Management MGT1123E (3cr)	(E) International Marketing MKT1106E (3cr) <i>Marketing Management</i>	(E) Graphic Design in Advertising ADS1107E (3cr) <i>Quảng cáo</i>	History of the Communist Party of Vietnam POL1115 (2cr)		
			Military Education MIL1203 (8cr)		(E) Techniques to Increase Brand Value MKT1145E (3cr)				
					Corporate Identity Design ADS1110 (3cr)				
					(E) Digital Branding MKT1123E (3cr) <i>Brand Management</i>				
<p>* Physical Education module: choose 1 out of 4 subjects: Aerobics, Boxing, Vovinam, Bodybuilding</p>		<p>List of elective courses</p> <div style="display: flex; justify-content: space-between;"> <div style="width: 45%;"> <p>Country Studies of Japan</p> <p>Country Studies of China</p> <p>World Economics Geography</p> <p>Cross-cultural Communication</p> <p>The Basic of Arts</p> </div> <div style="width: 45%;"> <p>Arts of Leadership</p> <p>Introduction to Digital Transformation</p> <p>Commercial Law</p> <p>Applied Data Analytics</p> <p>Personal Financial Management</p> </div> </div>		<p>Communication Psychology</p> <p>Cultures of Southeast Asia Countries</p> <p>Creative Presentation</p> <p>Professional Personal Branding</p> <p>Korean Traditional Culture</p> <p>Human Civilization</p>					