

TEACHING PLAN FOR ADVERTISING 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) (E) </div> <p>Course information</p> <p>English-taught course</p>			Physical Education 2 (1cr)				Online Advertising MKT1139 (3cr) <i>Digital Advertising</i>
		Project Design 2 SKI1108 (3cr)	Fundamentals of Vietnamese Culture SOS1101 (3cr)	(E) Sociology of Media SOC1102E (3cr)	Elective Course 1 (3cr)	(E) Social Media and Interactive Communications PUR1116E (3cr)	Advertising Project Management ADS1116 (3cr) <i>Advertising Management</i>
Creative Photography ADS1102 (3cr)	Introduction to Law LAW1101 (3cr)	Color in Advertising ADS1104 (3cr)	(E) Cinematography Techniques COT1124E (3cr)	Marxist-Leninist Political Economics POL1112 (2cr)	(E) Corporate Identity Design ADS1110E (3cr)	Elective Course 2 (3cr)	Graduation Project / Thesis ADS1419/20 (6cr)
English 1 ENG2101 (4cr)	English 3 ENG2103 (4cr)	English 5 ENG2105 (4cr)	English 7 ENG2107 (4cr)	Marxist-Leninist Philosophy POL1111 (3cr)	Scientific Socialism POL1113 (2cr)	Creative Advertising Project ADS1412 (3cr)	Graduation Internship ADS1317 (3cr)
Semester 1B	Semester 2B	Semester 1B	Semester 2B	Semester 1B	Semester 2B	Semester 1B	Semester 2B
English 2 ENG2102 (4cr)	English 4 ENG2104 (4cr)	English 6 ENG2106 (4cr)	Physical Education 3 (1cr)	(E) Commercial Videos ADS1111E (3cr)	Ho Chi Minh Ideology POL1114 (2cr)	Billboard Advertising Design ADS1114 (3cr)	
Creative Presentation ADS1101 (3cr)	Introduction to Computer Basics ITE1201 (3cr)	Physical Education 1 (1cr)	(E) Multimedia Techniques ADS1105E (3cr)	(E) Market Research MKT1130E (3cr)	History of the Communist Party of Vietnam POL1115 (2cr)	(E) Digital Marketing MKT1135E (3cr)	
Project Design 1 SKI1107 (3cr)	Introduction to Advertising ADS1103 (3cr)	Copywriting ADS1109 (3cr)	(E) Experiential Marketing EVM1102E (3cr)	Graphic Design in Advertising ADS1107 (3cr)	(E) Brand Identity Design Project ADS1413E (3cr)	(E) Web Design for Advertising ADS1118E (3cr)	
			Fundamentals of Vietnamese Culture SOS1101 (2cr)		(E) Intergrated Marketing Communication (IMC) MKT1132E (3cr)	<i>Digital Advertising</i>	
			Military Education MIL1203 (8cr)			(E) Advertising Account Management MKT1137E (3cr)	
						Advertising Business DS1115 (3cr)	
						(E) Media Data Analysis PUR1117E (3cr)	
						<i>Advertising Management</i>	
<p>* Physical Education module: choose 1 out of 4 subjects: Aerobics, Boxing, Vovinam, Bodybuilding</p>		<p>List of elective courses</p> <p>Country Studies of Japan Country Studies of China World Economics Geography Cross-cultural Communication The Basic of Arts</p>		<p>Arts of Leadership Introduction to Digital Transformation Commercial Law Applied Data Analytics Personal Financial Management</p>		<p>Communication Psychology Cultures of Southeast Asia Countries Professional Personal Branding Korean Traditional Culture Human Civilization</p>	