

TEACHING PLAN FOR PUBLIC RELATIONS 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 style="margin-left: 20px;">Course information</p> <p>(E) English-taught course</p>							
	Introduction to Public Relations PUR1102 (3cr)	Project Design 2 SKI1108 (3cr)	(E) International Communication PUR1128E (3cr)	Editing JOU1104 (3cr)	Interviews JOU1103 (3cr)	(E) Public Relations Strategic Management PUR1105E (3cr)	(E) Media Data Analysis PUR1117E (3cr) <i>Social Media</i>
Master of Ceremonies PUR1119 (3cr)	Society, State, and Law LAW1139 (3cr)	Effective Writing PUR1118 (3cr)	Physical Education 2 (1cr)	(E) Videography Techniques COT1111E (3cr)	Film Criticism PUR1227 (3cr)	(E) Social Media and Interactive Communications PUR1116E (3cr)	(E) Market Research MKT1130E (3cr) <i>Corporate Communications</i>
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)	Radio Broadcasting PUR1212 (3cr)	Graduation Project / Thesis PUR1424/5 (6cr)
							Graduation Internship PUR1329 (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)	(E) Brand Building and Promotion PUR1106E (3cr)	Marxist-Leninist Political Economics POL1112 (2cr)	Ho Chi Minh Ideology POL1114 (2cr)	News and Feature Writing JOU1206 (3cr)	
Fundamentals of Vietnamese Culture SOS1101 (3cr)	Introduction to Computer Basics ITE1201 (3cr)	Physical Education 1 (1cr)	(E) Photography Techniques COT1110E (3cr)	(E) Event Management PUR1108E (3cr)	History of the Communist Party of Vietnam POL1115 (2cr)	(E) Fake News and Disinformation PUR1132E (3cr)	
Project Design 1 SKI1107 (3cr)		(E) Sociology of Media SOC1102E (3cr)	Elective Course 1 (3cr)	Elective Course 2 (3cr)	(E) Crisis Communication PUR1114E (3cr)	(E) Print and Online Journalism JOU1105E (3cr)	
			Physical Education 3 (1cr)		Television Programs Production PUR1226 (3cr)	Internal Communication and Community Relations PUR1103 (3cr)	
			Military Education MIL1203 (8tc)			(E) Marketing Communication PUR2131E (3cr)	
<p>* Physical Education module: choose 1 out of 4 subjects: Aerobics, Boxing, Vovinam, Bodybuilding</p>	<p>List of elective courses</p> <ul style="list-style-type: none"> Country Studies of Japan Country Studies of China World Economics Geography Cross-cultural Communication The Basic of Arts 	<ul style="list-style-type: none"> Arts of Leadership Introduction to Digital Transformation Commercial Law Applied Data Analytics Personal Financial Management 	<ul style="list-style-type: none"> Communication Psychology Creative Presentation Professional Personal Branding Korean Traditional Culture Human Civilization 	<ul style="list-style-type: none"> Cultures of Southeast Asia Countries 		(E) Stage Management PUR1122E (3cr)	<p><i>Social Media</i></p> <p><i>Corporate Communications</i></p>