

TEACHING PLAN FOR DIGITAL MARKETING PROGRAM UNDERGRADUATE LEVEL - 2023

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
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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
Ký hiệu sử dụng <div style="border: 1px solid black; padding: 2px; display: inline-block;">Course name Course ID (Credit)</div> Course information (E) English-taught course			Physical Education 2 (1tc)				
		Marketing Research MKT1107 (3tc)	(E) Consumer Behavior MGT1102E (3tc)	(E) Search Marketing DMK1103E (3tc)	(E) Integrated Marketing Communications MKT1132E (3tc)	(E) Media Planning and Buying DMK1108E (3tc) <i>Digital Advertising</i>	
Digital Citizenship DMK1101 (3tc)	Aesthetic Thinking DMK1114 (3tc)	Project Design 2 SKI1108 (3tc)	(E) Digital Marketing MKT1135E (3tc)	(E) Online Business EBU1103E (3tc)	(E) Designing the User Experience DMK1106E (3tc)	(E) Data Visualization DAS1105E (3tc) <i>Digital Marketing Management</i>	Elective Course 2 (3tc)
English 1 ENG2101 (4tc)	English 3 ENG2103 (4tc)	English 5 ENG2105 (4tc)	English 7 ENG2107 (4tc)	Introduction to Law LAW1101 (3tc)	Digital Marketing Analytics DMK1107 (3tc)	(E) Data Visualization DAS1105E (3tc) <i>Management</i>	Marxist-Leninist Philosophy POL1111 (3tc)
		English 6 ENG2106 (4tc)	Copywriting ADS1109 (3tc)	Internship 2 DMK1117 (2tc)	(E) Online Advertising MKT1139E (3tc)	Graduation Internship DMK1319 (3tc)	
English 2 ENG2102 (4tc)	English 4 ENG2104 (4tc)	Elective Course 1 (3tc)	(E) Multimedia Techniques ADS1105E (3tc)	(E) Social Media Marketing DMK1105E (3tc)	Color in Advertising ADS1104 (3tc)	(E) Data Visualization DAS1105E (3tc) <i>Management</i>	Marxist-Leninist Political Economics POL1112 (2tc)
Project Design 1 SKI1107 (3tc)	Applied Economics ECO1105 (3tc)	Physical Education 1 (1tc)	Internship 1 DMK1116 (1tc)	Digital Customer Relationship Management DMK1102 (3tc)	(E) Web Design for Advertising ADS1118E (3tc)	Graduation Project/ Thesis DMK1420/1 (6tc)	History of the Communist Party of Vietnam POL1115 (2tc)
Principles of Marketing MKT1101 (3tc)	Introduction to Computer Basics ITE1201 (3tc)	Military Education MIL1203 (8tc)	Physical Education 3 (1tc)	(E) Digital Marketing Management DMK1104E (3tc)	(E) Digital Project Management DMK1109E (3tc)		Ho Chi Minh Ideology POL1114 (2tc)
					(E) Digital Personal Branding DMK1110E (3tc)		Scientific Socialism POL1113 (2tc)
					(E) Corporate Identity Design ADS1110 (3tc)	2D and 3D Graphics DMK1112 (3tc)	
					(E) Virtual Event Management DMK1111E (3tc)	(E) Virtual Event Technology DMK1113E (3tc)	
* Physical Education module: choose 1 out of 5 subjects: Aerobics, Boxing, Vovinam, Dancesport, Bodybuilding		List of elective courses Country Studies of Japan Country Studies of China World Economics Geography Cross-cultural Communication The Basic of Arts		Communication Psychology Creative Presentation Professional Personal Branding Korean Traditional Culture Human Civilization		Commercial Law Creative in Digital Content	