

TEACHING PLAN FOR DIGITAL MARKETING PROGRAM UNDERGRADUATE LEVEL - 2025



Digital Citizenship DMK1101 (3cr) English 1 ENG3201 (3cr)		Microeconomics ECO1101 (3cr) Aesthetic Thinking DMK1114 (3cr) English 3 ENG3203 (3cr)		Marketing Research MKT1107 (3cr) Project Design 2 SKI1108 (3cr) English 5 ENG3205 (3cr)		Digital marketing MKT1135 (3cr) (E) Consumer Behavior MGT1102E (3cr) Macroeconomics ECO1102 (3cr) Physical Education 1 (1cr)		Physical Education 3 (1cr) (E) Social Media Marketing DMK1105E (3cr) Introduction to Law LAW1101 (3cr) (E) Digital Marketing Management DMK1104E (3cr)		(E) Digital Marketing Analytics DMK1107E (3cr) (E) Online Advertising MKT1139E (3cr) Digital Performance Marketing Strategy DMK1122 (3cr) Digital Advertising Contemporary Issues in Digital Marketing DMK1123 (3cr) (E) Digital Personal Branding DMK1110E (3cr) Digital Marketing Management (E) Event Directing EVM1107E (3cr) 2D and 3D Graphics DMK1112 (3cr) Virtual Event Management		Elective Course 1 (3cr) Scientific Socialism POL1113 (2cr) Marxist-Leninist Political Economics POL1112 (2cr) Graduation Internship DMK1319 (3cr) Graduation Project / Thesis DMK1420/1 (3cr) Marxist-Leninist Philosophy POL1111 (3cr)	
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English 2 ENG3202 (3cr) Project Design 1 SKI1107 (3cr) Principles of Marketing MKT1101 (3cr)		English 4 ENG3204 (3cr) Copywriting ADS1109 (3cr) Informatics and Applied Artificial Intelligence ITE1292 (3cr)		English 6 ENG3206 (3cr) (E) E-commerce BUS1104E (3cr) Internship 1 DMK1116 (1cr)		(E) Multimedia Techniques ADS1105E (3cr) (E) Search Marketing DMK1103E (3cr) Physical Education 2 (1cr) Military Education MIL1203		(E) Digital Customer Relationship Management DMK1102E (3cr) (E) Integrated Marketing Communications MKT1132E (3cr) Internship 2 DMK1117 (2cr)		Digital Advertising Strategy Project DMK1424 (3cr) (E) Designing the User Experience DMK1106E (3cr) (E) Web Design for Advertising ADS1118E (3cr) Digital Advertising Virtual Event Management Project DMK1425 (3cr) (E) Virtual Event Technology DMK1113E (3cr) (E) Virtual Event Management DMK1111E (3cr) Virtual Event Management (E) Digital Project Management DMK1109E (3cr) Corporate Identity Design ADS1110 (3cr) (E) Data Visualizations DAS1105E (3cr) Digital Marketing Management		History of the Communist Party of Vietnam POL1115 (2cr) Ho Chi Minh Ideology POL1114 (2cr) Elective Course 2 (3cr)	
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Notations Used

Course name
Course ID (Credit)
(E)
Course information
English-taught course

- List of elective courses**
- Physical Education module: choose 1 out of 5 subjects: Aerobics, Boxing, Vovinam, Dancesport, Bodybuilding
 - Digital Citizenship
 - Global Citizenship
 - Japanese Concepts to Win
 - Friends and Influence People
 - Country Studies of Japan
 - Country Studies of China
 - World Economics Geography
 - Cross-cultural Communication
 - Mental Health Education
 - Entrepreneurship
 - Equity and Trust Law
 - Commercial Law
 - International Law
 - The Basic of Arts
 - Arts of Leadership
 - Professional Personal Branding
 - Diplomatic Protocol
 - Introduction to Digital Transformation
 - Global Issues
 - Applied Data Analytics
 - Enterprises Law
 - Sustainable Development
 - Personal Financial Management
 - Global Strategic Management
 - Communication Psychology
 - Creative Presentation
 - Basic Korean for Communication 1, 2
 - Basic Japanese for Communication 1, 2
 - Chinese 1, 2
 - Aesthetic Thinking
 - Diplomatic Reception and Table Art
 - Cultures of Southeast Asia Countries
 - Korean Traditional Culture
 - Human Civilization