

TEACHING PLAN FOR MARKETING PROGRAM UNDERGRADUATE LEVEL - 2025 (Full English)



First year		Second year		Third year		Fourth year	
Semester 1A	Semester 2A	Semester 1A	Semester 2A	Semester 1A	Semester 2A	Semester 1A	Semester 2A
English 1 ENG3201 (3cr)			Physical Education 3 (1cr)				
English 2 ENG3202 (3cr)							
	(E) Principles of Management MGT1101E (3cr)	(E) Project Design 2 SKI1108E (3cr)	(E) Marketing Management MKT1102E (3cr)	(E) Marketing Channel Management MKT1127E (3cr)	(E) Pricing Strategy MKT1148E (3cr)	(E) Marketing Management Project MKT1450E (3cr)	
English 3 ENG3203 (3cr)	(E) Project Design 1 SKI1107E (3cr)	(E) Applied Informatics in Statistics ITE1262E (3cr)	(E) Macroeconomics ECO1102E (3cr)	(E) Service Marketing MKT1111E (3cr)	(E) Brand Management MGT1115E (3cr)	(E) Brand Management Project MKT1451E (3cr)	Scientific Socialism POL1113 (2cr)
English 4 ENG3204 (3cr)	(E) Principles of Marketing MKT1101E (3cr)	Physical Education 1 (1cr)	(E) Product Management MGT1103E (3cr)	(E) Retail Management MGT1149E (3cr)	(E) Digital marketing MKT1135E (3cr)	(E) Advertising Strategy Project MKT1452E (3cr)	Marxist-Leninist Political Economics POL1112 (2cr)
					(E) Brand Analytics MKT1154E (3cr)	(E) Graduation Project/Thesis MKT1416E/17E (6cr)	Marxist-Leninist Philosophy POL1111 (3cr)
					(E) Cinematography Techniques COT1124E (3cr)	(E) Graduation Internship MKT1343E (3cr)	
Semester 1B	Semester 2B	Semester 1B	Semester 2B	Semester 1B	Semester 2B	Semester 1B	Semester 2B
English 5 ENG3205 (3cr)	(E) Informatics and Applied Artificial Intelligence ITE1292E (3cr)	(E) Microeconomics ECO1101E (3cr)	Elective Course 1 (3cr)	(E) Introduction to Law LAW1101E (3cr)	(E) International Marketing MKT1106E (3cr)	(E) Commercial Videos ADS1111E (3cr)	
English 6 ENG3206 (3cr)	(E) Public Relations in Marketing MKT1149E (3cr)	(E) Consumer Behavior MGT1102E (3cr)	Elective Course 2 (3cr)	(E) Integrated Marketing Communications MKT1132E (3cr)	(E) Data Analytics for Marketing MKT1153E (3cr)	(E) Graphic Design in Advertising ADS1107E (3cr)	Ho Chi Minh Ideology POL1114 (2cr)
	(E) Foundations of Event Management EVM1103E (3cr)	(E) Marketing Research MKT1107E (3cr)	International Semester	(E) Customer Relationship Management MGT1123E (3cr)	(E) E-commerce BUS1104E (3cr)	(E) Copywriting ADS1109E (3cr)	History of the Communist Party of Vietnam POL1115 (2cr)
		Physical Education 2 (1cr)	Military Education MIL1203				

Notations Used

Course name
Course ID (Credit)

(E) Course information
English-taught course

- List of elective courses**
- 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
- * Physical Education module: choose 1 out of 5 subjects: Aerobics, Boxing, Vovinam, Dancesport, Bodybuilding

(E) Digital Branding
MKT1123E (3cr)

(E) Personal Branding
MKT1147E (3cr)

(E) Corporate Identity Design
ADS1110E (3cr)

Brand Management