

TEACHING PLAN FOR MARKETING PROGRAM

UNDERGRADUATE LEVEL - 2025



First year		Second year		Third year		Fourth year	
Semester 1A	Semester 2A	Semester 1A	Semester 2A	Semester 1A	Semester 2A	Semester 1A	Semester 2A
Principles of Marketing MKT1101 (3cr)	Public Relations in Marketing MKT1149 (3cr)	Physical Education 1 (1cr)	Macroeconomics ECO1102 (3cr)	(E) Customer Relationship Management MGT1123E (3cr)	(E) Pricing Strategy MKT1148E (3cr)		Elective Course 1 (3cr)
English 1 ENG3201 (3cr)	Project Design 1 SKI1107 (3cr)	Project Design 2 SKI1108 (3cr)	Marketing Research MKT1107 (3cr)	(E) Service Marketing MKT1111E (3cr)	(E) Digital marketing MKT1135E (3cr)	E-commerce BUS1104 (3cr)	Scientific Socialism POL1113 (2cr)
English 2 ENG3202 (3cr)	English 3 ENG3203 (3cr)	English 5 ENG3205 (3cr)	(E) Marketing Management MKT1102E (3cr)	Retail Management MGT1149 (3cr)	Marketing Management <i>Marketing Management</i>	Copywriting ADS1109 (3cr)	Marxist-Leninist Political Economics POL1112 (2cr)
English 4 ENG3204 (3cr)	English 6 ENG3206 (3cr)	Microeconomics ECO1101 (3cr)	(E) Product Management MGT1103E (3cr)	Introduction to Law LAW1101 (3cr)	(E) Brand Analytics MKT1154E (3cr)	(E) Cinematography Techniques COT1124E (3cr)	Marxist-Leninist Philosophy POL1111 (3cr)
Informatics and Applied Artificial Intelligence ITE1292 (3cr)	Applied Informatics in Statistics ITE1262 (3cr)	(E) Consumer Behavior MGT1102E (3cr)	(E) Marketing Channel Management MKT1127E (3cr)	(E) Integrated Marketing Communications MKT1132E (3cr)	Corporate Identity Design ADS1110 (3cr)	(E) International Marketing MKT1106E (3cr)	Graduation Project/Thesis MKT1416/17 (6cr)
Principles of Management MGT1101 (3cr)	Foundations of Event Management EVM1103 (3cr)	Physical Education 2 (1cr)	Physical Education 3 (1cr)	(E) Brand Management MGT1115E (3cr)	Brand Management <i>Brand Management</i>	Marketing Management Project MKT1450 (3cr)	Graduation Internship MKT1343 (3cr)
		Military Education MIL1203				(E) Commercial Videos ADS1111E (3cr)	
						(E) Data Analytics for Marketing MKT1153E (3cr)	
						Advertising Strategy Project MKT1452 (3cr)	
						(E) Digital Branding MKT1123E (3cr)	Ho Chi Minh Ideology POL1114 (2cr)
						(E) Personal Branding MKT1147E (3cr)	History of the Communist Party of Vietnam POL1115 (2cr)
						Brand Management Project MKT1451 (3cr)	Elective Course 2 (3cr)
						<i>Brand Management</i>	

Notations Used

Course name
Course ID (Credit)
(E) 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