

TEACHING PLAN FOR PUBLIC RELATIONS PROGRAM UNDERGRADUATE LEVEL - 2025

Basic knowledge	Foundational disciplinary knowledge	Advanced disciplinary knowledge	Supporting knowledge	Internship	Non-accumulative knowledge
-----------------	-------------------------------------	---------------------------------	----------------------	------------	----------------------------

First year

Second year

Third year

Fourth year

First year		Second year		Third year		Fourth year	
Semester 1A	Semester 2A	Semester 1A	Semester 2A	Semester 1A	Semester 2A	Semester 1A	Semester 2A
			Physical Education 2 (1cr)			(E) Crisis Communication PUR1114E (3cr)	
	Introduction to Public Relations PUR1102 (3cr)	Project Design 2 SKI1108 (3cr)	Elective Course 1 (3cr)	(E) Videography Techniques COT1111E (3cr)	(E) Public Relations Strategic Management PUR1105E (3cr)	Film Criticism PUR1227 (3cr)	(E) Fake News and Disinformation PUR1132E (3cr)
Master of Ceremonies PUR1119 (3cr)	Introduction to Law LAW1101 (3cr)	(E) Sociology of Media SOC1102E (3cr)	(E) Marketing Communication PUR2131E (3cr)	(E) Event Management PUR1108E (3cr)	Radio Broadcasting PUR1212 (3cr)	(E) Media Data Analysis PUR1117E (3cr)	Graduation Project/Thesis PUR1424/5 (6cr)
English 1 ENG3201 (3cr)	English 3 ENG3203 (3cr)	English 5 ENG3205 (3cr)	Marxist-Leninist Philosophy POL1111 (3cr)	Ho Chi Minh Ideology POL1114 (2cr)	History of the Communist Party of Vietnam POL1115 (2cr)	Internal Communication and Community Relations PUR1103 (3cr)	Graduation Internship PUR1329 (3cr)
						(E) Corporate Communications	
Semester 1B	Semester 2B	Semester 1B	Semester 2B	Semester 1B	Semester 2B	Semester 1B	Semester 2B
English 2 ENG3202 (3cr)	English 4 ENG3204 (3cr)	English 6 ENG3206 (3cr)	Marxist-Leninist Political Economics POL1112 (2cr)	Interviews JOU1103 (3cr)	Television Programs Production PUR1226 (3cr)	Social Media Project PUR1437 (3cr)	
Fundamentals of Vietnamese Culture SOS1101 (3cr)	Informatics and Applied Artificial Intelligence ITE1292 (3cr)	(E) International Communication PUR1128E (3cr)	Scientific Socialism POL1113 (2cr)	Editing JOU1104 (3cr)	News and Feature Writing JOU1206 (3cr)	(E) Print and Online Journalism JOU1105E (3cr)	(E) Audience Research PUR1134E (3cr)
Project Design 1 SKI1107 (3cr)	Effective Writing PUR1118 (3cr)	Physical Education 1 (1cr)	(E) Photography Techniques COT1110E (3cr)	(E) Social Media PUR1133E (3cr)	Elective Course 2 (3cr)	(E) Social Media	
			Physical Education 3 (1cr)			Digital Media Project PUR1438 (3cr)	(E) Brand Building and Promotion PUR1106E (3cr)
			Military Education MIL1203			(E) Interactive Media PUR1136E (3cr)	(E) Corporate Communications

Notations Used

Course name Course ID (Credit)	Course information
(E)	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