

UNDERGRADUATE PROGRAM

*(Issued together with Decision No. /QĐ-ĐHNCT dated / /2025 of
The Rector of Nam Can Tho University)*

Name of program: Multimedia Communication

Level: Full-time university

Major: Multimedia Communication

Code: 7320104

Type of education: Regular

1. Program description***1.1. Introduction to the program***

The Bachelor of Multimedia Communication program at Nam Can Tho University goes beyond equipping you with extensive expertise and proficient practical skills; it cultivates a creative, adaptive, and pioneering mindset essential in the ever-evolving global media landscape. What uniquely distinguishes our program is its continuous commitment to embracing the latest technological trends, notably through the integration of cutting-edge modules in Digital Transformation and Applications of Artificial Intelligence (AI), thereby ensuring the program's pioneering nature and alignment with practical demands and the rapidly evolving industry trends.

Situated in the Mekong Delta region, Nam Can Tho University fosters an advanced academic and internationally integrated environment, offering Vietnamese students alongside the international student community opportunities for learning and development. To realize the objective of cultivating high-caliber human resources for the Multimedia Communication field, the program is built upon a strong synergy between highly qualified faculty and modern facilities, including well-equipped specialized practical laboratories. It is through this emphasis on practical application that graduates will possess robust professional competencies and the necessary skill set, prepared to effectively meet the demands of both domestic and international labor markets.

1.2. General information about the program

Name of program in English	Multimedia Communication
Program code	7320104
Degree-granting institution	Nam Can Tho University
Degree	Bachelor of Multimedia Communication

Level	University
The number of required credits	132
Type of education	Regular
Program duration	4 years
Eligible candidates for admission	Domestic and international high school graduates
Grading scale	4
Graduation requirements	<ul style="list-style-type: none"> - Accumulate a sufficient number of modules and the volume of the training program to reach 134 credits; - The cumulative GPA of the whole course is 5.0 or higher (on a scale of 10); - Achieve the required proficiency levels in English and Informatics according to the general regulations of the University; - Meet the required standards for Soft Skills and Vocational Skills; - Possess a certificate of National Defense and Security Education and complete the prerequisite modules.
Job opportunities	<ul style="list-style-type: none"> - Editors, managers for online news platforms, digital communication channels, and digital marketing roles. - Designers, advertising consultants, packaging designers, product branding specialists, logo designers, advertising film/video creators, or developers of brand identity systems (at advertising/PR agencies). - Event Specialists/Directors; Specialists in direct (offline) and online communication. - Production managers, television editors, multimedia reporters; roles involving pre-broadcast audio/image processing, and television content design/development (at television stations and film production companies). - Lecturers/Instructors at universities, colleges, vocational schools, etc., teaching Multimedia Communication.
Postgraduate study options	Graduates can pursue Master's degrees domestically or internationally.
Reference program	Undergraduate training program in Multimedia Communication, University of Information and Communication Technology, Can Tho University of Engineering and Technology, Hanoi University, Vietnam Women's Academy
Update time	05/2025

1.3. Program goals

1.3.1. General goals

PO: The program aims to train Bachelor of Multimedia Communication graduates equipped with solid professional knowledge, occupational competence, and good health, capable of meeting socio-economic development requirements in the context of national industrialization and modernization; to instill ethical qualities and develop students' capacity for self-study and research to achieve the program's learning outcomes; and to supply human resources capable of working effectively in media agencies, organizations, and businesses, possessing a progressive spirit and a profound understanding of the field's societal role and position.

1.3.2. Specific goals

Equip students with general education, foundational discipline knowledge, and specialized knowledge in communication, and enable them to apply this knowledge to implement communication solutions relevant to real-world situations.

PO2: Understand key concepts and theories of mass communication (e.g., role of media in society, basic functions) to become professional communicators.

PO3: Meet requirements for professional knowledge, occupational skills, soft skills, and foreign language proficiency to adapt to the working environment.

PO4: Organize and proficiently execute professional communication tasks/practices, thereby developing creative capacity in the field.

PO5: Develop teamwork skills, thereby enhancing abilities related to coordination, basic management, and contributing to an effective working environment.

PO6: Having political qualities, professional ethics, a sense of serving the people, meeting the requirements of building and defending the Socialist Fatherland of Vietnam.

PO7: Ability to work independently, self-study, self-research, or pursue further study in the field of communication.

1.4. Student learning outcomes

a. Knowledge

SO1: Explain theoretical frameworks and specialized tools within the field of integrated communication.

SO2: Explain foundational knowledge from social sciences, humanities, political science, and law relevant to communication.

SO3: Apply information technology knowledge within multimedia and digital professional environments.

SO4: Apply knowledge of communication project management to ensure effective communication campaigns.

b. Skills

SO5: Design and produce multimedia content using appropriate technological tools and methods to improve the effectiveness of multimedia projects.

SO6: Develop feasible business plans for communication or community-focused projects.

SO7: Evaluate causes and propose feasible alternative solutions in uncertain or changing project situations within communication projects.

SO8: Communicate problems and solutions to others in the workplace; convey and disseminate knowledge and skills in performing specific or complex tasks.

SO9: Achieve the required proficiency in foreign language and informatics as stipulated by the Ministry of Education and Training.

c. Capacity for autonomy and responsibility

SO10: Formulate professional conclusions; work independently or collaboratively in professional activities and practice, taking personal and group responsibility.

SO11: Proactively update their knowledge and convincingly defend their professional views in the field of multimedia communication.

SO12: Plan, coordinate, manage resources, evaluate, and improve the effectiveness of communication activities.

1.5 Teaching and learning methods/strategies and assessment methods

1.5.1. Teaching and learning methods/strategies

The teaching methods are presented in the table below.

Methods and form of teaching	Purpose
Presentation	Provide students with a system of basic knowledge of the subject in a scientific and logical way.
Discussion	Through questions and answers between lecturers and students to clarify the knowledge content in the subject.
Assignment	Help students understand and know how to apply the subject content to practical problems.

Self-study, reading of reference materials	Helping learners strengthen their self-study and self-research capacity.
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1.5.2. Grading scale, form, assessment criteria, and weight of scores

No.	Form	%	Assessment criteria	Maximum score
1	Attendance	10	- Initiative, level of activity in preparing lessons, participating in activities during class. - Time to attend the compulsory session.	10
2	Individual assignment	30	According to the answers, the teacher's scale.	10
3	Progress assessment			
4	Final exam	60	According to the answers, the teacher's scale.	10

2. Program duration: 4 years

3. Required total credits

Required total credits: 132 credits (excluding the Physical Education and Defense and security education courses), distributed as follows:

Knowledge	Obligatory knowledge	Elective knowledge	Total
General knowledge	33	2	35
Professional knowledge	82	15	97
Fundamental knowledge	42	2	44
Specialized knowledge	36	7	43
Graduation internship	4	-	4
Graduation thesis/Alternative courses		6	6
Total	115	17	132

4. Eligible candidates for admission

Admission is based on the results of the national high school graduation exam or the transcript of the learning process at the high school level according to a combination of subjects by discipline and admission nationwide.

5. Curriculum, graduation requirements

5.1. Curriculum

Implement the regulation on full-time university and college training according to the current credit system and training regulations of Nam Can Tho University.

5.2. Graduation requirements

Students who complete the training program are considered for graduation and recognized for graduation according to Article 27 of the regulation on training according to the credit system.

Achieve English and Informatics proficiency according to the general regulations of the University and the Ministry of Education and Training.

Obtained the certificate of National Defense and Security Education; Physical education; Soft Skills and Vocational Skills.

Assessment of departmental grades and module grades shall comply with the University's training regulations.

The ranking of the school year and graduation ranking shall be carried out in accordance with the training regulations of the University.

6. Program structure

6.1. General knowledge

No.	Course code	Course name	Number of credits	Theory	Practice	Category
A	Political theory					
1.	0101000889	Marxist–Leninist philosophy	3	3		<i>Compulsory</i>
2.	0101000641	Political Economy	2	2		<i>Compulsory</i>
3.	0101000890	Scientific Socialism	2	2		<i>Compulsory</i>
4.	0101000900	Ho Chi Minh’s Thought	2	2		<i>Compulsory</i>
5.	0101000869	History of the Communist Party of Vietnam	2	2		<i>Compulsory</i>
B	Social Sciences and Humanities					
6.	0101000891	General Law	2	2		<i>Compulsory</i>
7.	0101000881	General logic	2	2		Elective
8.	0101000903	General Sociology	2	2		Elective
9.	0101000894	General Psychology	2	2		Elective
C	Foreign languages					
10.	101000596	Listening, Speaking and Practical Phonetics	3	3		<i>Compulsory</i>
11.	101000597	Reading Comprehension	3	3		<i>Compulsory</i>
12.	101000598	Writing	3	3		<i>Compulsory</i>
13.	101000599	Applied Grammar	2	2		<i>Compulsory</i>
14.	101000590	Presentation Skills	3	3		<i>Compulsory</i>
D	Mathematics - Information Technology - Natural Sciences					
15.	101000897	Applied statistics in economics	3	3		<i>Compulsory</i>
16.	101000896	Basic Informatics	3	2	1	<i>Compulsory</i>

No.	Course code	Course name	Number of credits	Theory	Practice	Category
E	Physical education					
17.	101000872	Physical Education 1 (*)	1		1	<i>Compulsory</i>
18.	101000873	Physical Education 2 (*)	1		1	<i>Compulsory</i>
19.	101000874	Physical Education 3 (*)	1		1	<i>Compulsory</i>
F	National Defense Education					
20.	101000871	Defense and security education (*)	8	5	3	<i>Compulsory</i>

(*) Prerequisite courses, not included in the cumulative GPA calculation.

6.2. Professional knowledge

No.	Course code	Course name	Number of credits	Theory	Practice	Category
Fundamental knowledge						
21.	0101001862	History of World Civilization	2	2		<i>Compulsory</i>
22.	0101001864	Culture of Southeast Asian countries	2	2		<i>Compulsory</i>
23.	0101000595	Foundations of Vietnamese Culture	2	2		<i>Compulsory</i>
24.	0101001860	Basic Drawing	3	2	1	<i>Compulsory</i>
25.	0101001861	Color Composition	2	2		<i>Compulsory</i>
26.	0101001869	General Fine Arts	2	2		<i>Compulsory</i>
27.	0101001800	Introduction to Multimedia Communication	2	2		<i>Compulsory</i>
28.	0100074301	Media Law	2	2		<i>Compulsory</i>
29.	0101002122	Multimedia Languages	3	3		<i>Compulsory</i>
30.	0101001994	Photography Techniques	2	2		<i>Compulsory</i>
31.	0101001995	Audio and video editing	2	1	1	<i>Compulsory</i>
32.	0101001996	2D/3D Modeling	3	2	1	<i>Compulsory</i>
33.	0101000769	Crisis management and handling	3	3		<i>Compulsory</i>
34.	0101002125	Scriptwriting for Media	2	2		<i>Compulsory</i>
35.	0101002127	Communication skills	2	2		<i>Compulsory</i>
36.	0101002166	Start-up, innovation	2	2		<i>Compulsory</i>
37.	0101002112	Digital Transformation	2	2		<i>Compulsory</i>
38.	0101002113	Applications of Artificial Intelligence	2	2		<i>Compulsory</i>
39.	0101002114	Research methods in economics	2	2		<i>Compulsory</i>
Elective course of basic knowledge 1						
40.	0101002133	Theory and language of communication	2	2		Elective
41.	0101002111	Communication Psychology	2	2		Elective
42.	0101000592	Media Audiences	2	2		Elective
Specialized knowledge						

No.	Course code	Course name	Number of credits	Theory	Practice	Category
43.	0101002137	Multimedia Communication Technology	2	2		Compulsory
44.	0101001992	Computer Graphics	3	2	1	Compulsory
45.	0101002131	Applied 2D Graphics	2	1	1	Compulsory
46.	0101001331	The Art of Public Speaking	3	2	1	Compulsory
47.	0101002132	Editing Journalistic Works	3	2	1	Compulsory
48.	0101002061	Specialized English for Multimedia Communication	3	3		Compulsory
49.	0101002062	Practical Topics in Multimedia Communication	3		3	Compulsory
50.	0101000806	Event Management	3	2	1	Compulsory
51.	0101002134	Protection of Industrial Designs	2	2		Compulsory
52.	0101002138	Multimedia Project Management	2	2		Compulsory
53.	0101007977	Web Design	2	1	1	Compulsory
54.	0101002060	Motion Graphics for Branding	2	1	1	Compulsory
55.	0101002143	TVC Project	3	3		Compulsory
56.	0101002130	Introduction to Game Design	3	2	1	Compulsory
Elective course of specialized knowledge 1						
57.	0101002135	User Experience (UX) Design	2	2		Elective
58.	0101000847	E-commerce	2	2		Elective
Elective course of specialized knowledge 2						
59.	0101002139	Visual Effects for Film and Television	2	2		Elective
60.	0101002140	2D Animation Production	2	1	1	Elective
61.	0101002142	3D Rigging and Animation	3	2	1	Elective
Graduation internship						
62.	0101002147	Graduation Internship	4		4	Compulsory
Graduation thesis/Alternative courses						
63.	0101002146	Graduation Thesis Multimedia Communication	6		6	Elective
Alternative courses						
64.	0101002145	Virtual Reality Technology	3	2	1	Elective
65.	0101000995	Cloud Computing	3	2	1	Elective
66.	0101000996	Content Management System	3	2	1	Elective
67.	0101000793	Brand Management	3	3		Elective

7. Tentative teaching plan

7.1. Semester 1

No.	Course name	Number of credits	Total periods	Class periods		Category
				Theory	Practice	
1	Listening, Speaking and Practical Phonetics	3	45	45	0	<i>Compulsory</i>
2	Reading Comprehension	3	45	45	0	<i>Compulsory</i>
3	Writing	3	45	45	0	<i>Compulsory</i>
4	Applied Grammar	2	30	30	0	<i>Compulsory</i>
5	Presentation Skills	3	45	45	0	<i>Compulsory</i>
6	Marxist–Leninist philosophy	3	45	45	0	<i>Compulsory</i>
7	Physical Education 1 (*)	1	30	0	30	<i>Compulsory</i>
8	Defense and security education (*)	8	165	75	90	<i>Compulsory</i>
	Total	17				

7.2. Semester 2

No.	Course name	Number of credits	Total periods	Class periods		Category
				Theory	Practice	
1	Political Economy	2	30	30	0	<i>Compulsory</i>
2	Digital Transformation	2	30	30	0	<i>Compulsory</i>
3	Physical Education 2 (*)	1	30	0	30	<i>Compulsory</i>
4	Applications of Artificial Intelligence	2	30	30	0	<i>Compulsory</i>
5	Introduction to Multimedia Communication	2	30	30	0	<i>Compulsory</i>
6	Basic Informatics	3	60	30	30	<i>Compulsory</i>
7	General logic	Choose 1 module 2 credits	2	30		Elective
8	Sociology		2	30		Elective
9	Psychology		2	30		Elective
10	General Law	2	30	30	0	<i>Compulsory</i>
11	Basic Drawing	3	60	30	30	<i>Compulsory</i>
	Total	18				

7.3. Semester 3

No.	Course name	Number of credits	Total periods	Class periods		Category
				Theory	Practice	
1	Communication skills	2	30	30	0	<i>Compulsory</i>
2	Physical Education 3 (*)	1	30	0	30	<i>Compulsory</i>
3	Applied statistics in economics	3	45	45	0	<i>Compulsory</i>
4	Color Composition	2	30	30	0	<i>Compulsory</i>
5	General Fine Arts	2	30	30	0	<i>Compulsory</i>
6	Scientific Socialism	2	30	30	0	<i>Compulsory</i>
7	Photography Techniques	2	30	30	0	<i>Compulsory</i>
8	Computer Graphics	3	60	30	30	<i>Compulsory</i>
	Total	16				

7.4. Semester 4

No.	Course name	Number of credits	Total periods	Class periods		Category
				Theory	Practice	
1	Foundations of Vietnamese Culture	2	30	30	0	<i>Compulsory</i>
2	Media Law	2	30	30	0	<i>Compulsory</i>
3	Crisis management and handling	3	45	45	0	<i>Compulsory</i>
4	History of the Communist Party of Vietnam	2	30	30	0	<i>Compulsory</i>
5	Research Methods in Economics	2	30	30	0	<i>Compulsory</i>
6	Culture of Southeast Asian countries	2	30	30	0	<i>Compulsory</i>
7	Ho Chi Minh Thought	2	30	30	0	<i>Compulsory</i>
8	Scriptwriting for Media	2	30	30	0	<i>Compulsory</i>
	Total	17				

7.5. Semester 5

No.	Course name	Number of credits	Total periods	Class periods		Category
				Theory	Practice	
1	Multimedia Languages	3	45	45	0	<i>Compulsory</i>
2	2D/3D Modeling	3	60	30	30	<i>Compulsory</i>
3	Motion Graphics for Branding	2	45	15	30	<i>Compulsory</i>
4	Introduction to Game Design	3	60	30	30	<i>Compulsory</i>
5	Audio and video editing	2	45	15	30	<i>Compulsory</i>
6	Applied 2D Graphics	2	45	15	30	<i>Compulsory</i>
7	History of World Civilization	2	30	30	0	<i>Compulsory</i>
	Total	17				

7.6. Semester 6

No.	Course name		Number of credits	Total periods	Class periods		Category
					Theory	Practice	
1	Editing Journalistic Works		3	60	30	30	Compulsory
2	Start-up, innovation		2	30	30	0	Compulsory
3	Event Management		3	60	30	30	Compulsory
4	Protection of Industrial Designs		2	30	30	0	Compulsory
5	The Art of Public Speaking		3	45	30	15	Compulsory
6	Multimedia Communication Technology		2	30	30	0	Compulsory
7	Communication Psychology	Choose 1 module 2 credits	2	30	30	0	Elective
8	Media Audiences		2	30	30	0	Elective
9	Theory and language of communication		2	30	30	0	Elective
	Total		17				

7.7. Semester 7

No.	Course name		Number of credits	Total periods	Class periods		Category
					Theory	Practice	
1	Specialized English for multimedia communication		3	45	45	0	Compulsory
2	Multimedia Project Management		2	30	30	0	Compulsory
3	Web Design		2	45	15	30	Compulsory
4	Topics in multimedia communication		3	90	0	90	Compulsory
5	User Experience (UX) Design	Choose 3 module 7 credits	2	30	30	0	Elective
6	Visual Effects for Film and Television		2	30	30	0	Elective
7	2D Animation Production		2	30	30	0	Elective
8	3D Rigging and Animation		3	60	30	30	Elective
9	E-commerce		2	30	30	0	Elective
	Total		17				

7.8. Semester 8

No.	Course name		Number of credits	Total periods	Class periods		Category
					Theory	Practice	
1	Project of Television Video Commercials		3	45	45	0	Compulsory
2	Graduation Internship		4	120	0	120	Compulsory
3	Graduation Thesis Multimedia Communication	Choose Graduation Thesis or 2 alternative modules (**)	6	180	0	180	Elective
4	Virtual Reality Technology		3	60	30	30	Elective
5	Cloud Computing		3	60	30	30	Elective
6	Content Management System		3	60	30	30	Elective
7	Brand Management		3	45	45	0	Elective
	Total		13				

(*) Prerequisite courses, not included in the cumulative GPA calculation.

(**) If students do not meet the requirements to complete their graduation thesis, they will take alternative courses.

8. Guidelines for Program Implementation

8.1 Faculties and departments

- The responsible Faculty/Department shall review and oversee the compilation of detailed module outlines for foundational discipline, core discipline, and specialized knowledge blocks according to this program's credit structure. Provide a list of textbooks, course materials, and references of all modules to the University's Library and keep them at the Faculty Office. At the beginning of each semester, coordinate with the units of the University to implement the training plan on schedule.

- Assign lecturers with a master's degree or higher (in the same discipline or related major) to teach theoretical modules, provide detailed outlines of modules to lecturers to ensure that they are in accordance with the general teaching plan of the University.

- Academic advisors must thoroughly understand the entire training program according to the credit system to guide students to register for modules.

8.2 Lecturers

- Lecturers assigned to teach need to carefully study the content of the module outline to prepare lectures and appropriate teaching materials and supplies.

- Must fully prepare lectures, textbooks, learning materials and provide them to students to prepare before going to class.

- Organizing seminars, focusing on organizing group learning and guiding students in writing essays, completing projects, giving in-class presentations; facilitate discussions, problem-solving sessions in class and labs; and guide students in writing reflective reports/summaries.

- Pay attention to the development of students' ability to self-study and self-research throughout the teaching process and guide internships and practices.

8.3 Students

- Students should consult with their academic advisor to select modules in accordance with their progress. Students should study the lesson on their own before going to class to easily absorb the lecture. It is necessary to ensure sufficient time to go to class to listen to the lecturer's lecture instructions.

- Self-discipline in self-study and self-research, and actively participate in group learning, fully attend seminars. Proactively and actively exploit resources on the Internet and in the university's library to serve self-study, self-research and graduation projects. Strictly adhere to regulations regarding examinations, tests, and assessments.

- Regularly participate in student organization activities, cultural, sports, and artistic events to practice communication skills, understanding society and people.

8.4 Facilities and equipment for teaching, practice, and internships

- Lecture rooms with traditional equipment, equipped with additional teaching support tools (projector).

- Computer laboratories are equipped with software for basic informatics training. Specialized Multimedia Communication labs/studios are equipped with appropriate machines, equipment and tools.)

RECTOR

**DEPARTMENT OF
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FACULTY

