

UNDERGRADUATE PROGRAM

(Issued together with Decision No. /QĐ-ĐHNCT dated / /2025 of

The Rector of Nam Can Tho University)

Nam of program: **Marketing Training Program**

Level: **Undergraduate**

Major: **Marketing**

Code: **7340115**

Type of education: **Full-time Formal Education**

1. PROGRAM DESCRIPTION

Name of program in Vietnamese	Marketing
Name of program in English	Marketing
Program code	7340115
Degree-granting institution	Nam Can Tho University
Degree	Bachelor of Marketing
Level	University
The number of required credits	128
Type of education	Full-time
Program duration	4 years
Eligible candidates for admission	High school graduates
Grading scale	10
Graduation requirements	<ul style="list-style-type: none">- Accumulated a sufficient number of modules and the volume of the training program reached 128 credits;- The cumulative GPA of the whole course is 5.0 or higher;- Meet the output standards of English and Informatics proficiency according to the general regulations of the University.- Meet the output standards of Soft Skills and Vocational Skills;- Have a certificate in National Defense and Security Education and Physical Education.

Postgraduate study options	It is possible to continue to study master's and doctoral degrees at home and abroad.
Reference program	Overseas training programs; Training programs of Ho Chi Minh City University of Economics and Vietnam National University Ho Chi Minh City.
Update time	06/2024

2. Program goals

2.1. General goals

Training Bachelor's Degree Students in Marketing with political and ethical qualities, basic and professional knowledge, professional practice skills, research capacity, strategy development, decision-making, and problem-solving to meet the requirements of marketing specialists; have good health and communication skills; have the ability to be creative and professionally responsible; and adapt to the working environment at domestic and international enterprises.

2.2 Specific goals

2.2.1 Knowledge

M1: Understand and apply basic laws in the social and natural fields to the interpretation and analysis of economic problems;

M2: Apply economic laws and basic knowledge of business administration and marketing to collect and analyze information in the process of researching, planning, implementing, and controlling marketing programs in the fields of production, trade, tourism, import and export, services etc.

M3: In-depth knowledge of marketing research, marketing management, marketing strategy, service marketing, sales management, brand management, marketing communication;

M4: Design the process of organizing marketing and advertising communications; building distribution channels; Building and developing brands, managing brand strategies, and enhancing brand equity in all types of enterprises.

2.2.2 Skills

M5: Analyze the business environment, develop marketing strategies; manage and organize the implementation of plans, build and develop brands, set product selling prices, distribution plans, marketing and advertising communication plans.

M6: Ability to work independently and professionally at work; Ability to work in a team; quickly adapt to the ever-changing business environment; effective communication skills with colleagues, partners and customers; sales skills; presentation and persuasion skills;

M7: Ability to use a foreign language at level B1 according to the European Community's language proficiency assessment framework to read and comprehend common documents, professional documents and business correspondence and commonly used documents common documents in business; Proficient use of office computer software in electronic communication methods:

2.2.3 Attitude

M8: Students are aware of and properly apply the principles of professional ethics and behave responsibly towards society. Comply with the law.

2.2.4 Job positions after graduation

Brand management, brand building, and development specialists; develop and plan advertising programs; marketing communication management; develop and plan messaging and media strategies at businesses.

Marketing management specialists at production, business and service enterprises in departments such as: strategic management, policies and business plans; market and customer development management; product development, testing and evaluation management; management of distribution systems; trade and investment promotion administration; sales and sales service management, quality management and product branding

2.3 Student learning outcomes

2.3.1 Knowledge

PLO1: Present basic knowledge of political science and law to comply with the law according to the guidelines of the Party and the State.

PLO2: Achieve English and informatics proficiency according to the regulations of the Ministry of Education and Training

PLO3: Apply basic knowledge and natural science in Marketing to evaluate Marketing activities, make Marketing plans and improve the efficiency of Marketing activities in enterprises.

PLO4: Apply relevant knowledge to build, manage and operate marketing strategies for businesses or startups in the field of marketing according to digital technology trends.

2.3.2 About skills

PLO5: Apply specialized knowledge to analyze, plan and implement effective marketing campaigns.

PLO6: Apply legal regulations in the field of Marketing, e-commerce, and digital media to operate in accordance with regulations.

PLO7: Negotiating, handling, and resolving issues related to customer relations, partnerships, communication, and branding in the enterprise.

PLO8: Develop a reasonable plan of time and resources for independent work and effective teamwork.

2.3.3 Capacity for autonomy and responsibility

PLO9: Demonstrate the ability to work independently, work in a team, supervise, manage, coordinate, evaluate, and improve the effectiveness of marketing activities in the enterprise.

PLO10: Forming a professional working style, a sense of responsibility to the profession, business ethics and social responsibility.

3. REQUIRED TOTAL CREDITS:

Required total credits: 128 credits (excluding the Physical Education and Defense and security education courses), distributed as follows

KNOWLEDGE	Credits No.
General Knowledge	39
Professional Knowledge	89
Fundamental knowledge	34
Specialized knowledge	45
- Graduation internship	4
- Graduation thesis/Alternative courses	6
Total	128

4. PROGRAM STRUCTURE

4.1. General knowledge: 39 credits

4.1.1 Political Theory:

No.	Course name	Credits	Theory	Practice
1	Philosophy Lenin	3	3	
2	Political Economy	2	2	
3	Scientific Socialism	2	2	
4	History of the Communist Party of Vietnam	2	2	
5	Ho Chi Minh Thought	2	2	
Total		11	11	

4.1.2 Social Sciences:

No.	Course name	Credits	Theory	Practice
	Compulsory Modules	4	4	
1	General Law	2	2	
2	Applied psychology in business	2	2	
	Elective modules (choose one of the following three)	2	2	
3	General Psychology	2	2	
4	General Sociology	2	2	
5	General logic	2	2	
Total		6	2	

4.1.3 Humanities – art

No.	Course name	Credits	Theory	Practice
1	Business Communication	2	2	
2	Customer behavior	2	2	
Total		4	4	

4.1.4 Foreign Languages:

No.	Course name	Credits	Theory	Practice
1	Basic English 1	3	3	
2	Basic English 2	3	3	
3	Basic English 3	3	3	
4	Basic English 4	3	3	
Total		12	12	

4.1.5 Mathematics – Informatics – Natural Sciences:

No.	Course name	Credits	Theory	Practice
1	Probability Theory and Mathematical Statistics	3	3	
2	Basic Informatics	3	2	1
Total		6	5	1

4.1.6 Physical education: 3 Credits;

4.1.7 National Defense Education: 8 Credits

4.2. Professional knowledge: 89 Credits

4.2.1. Fundamental knowledge: 34 Credits

No.	Course name	Credits	Theory	Practice
Compulsory		28	28	
1	Microeconomics	3	3	
2	Macroeconomics	3	3	
3	Research Methods in Business	2	2	

No.	Course name	Credits	Theory	Practice
4	Economic Law	2	2	
5	Management	3	3	
6	Marketing Basics	3	3	
7	Accounting principles	3	3	
8	Monetary and financial theories	3	3	
9	Method: Thinking and problem-solving skills	2	2	
10	Econometrics	3	3	
Elective (choose 06 credits)		6	6	
11	Human Resource Management	3	3	
12	Management Accounting	3	3	
13	International Economy	3	3	
14	Tax	3	3	
15	Strategic Management	3	3	
Total		34	34	

4.2.2 Specialized knowledge: 45 Credits

No.	Course name	Credits	Theory	Practice
Compulsory		38	33	2
1	Marketing Research	3	3	
2	Marketing Management	3	3	
3	International Marketing	3	3	
4	Brand Management	3	3	
5	Marketing Workshop	2		2
6	Commercial Marketing	3	3	
7	Marketing and communication	2	2	
8	Sales Management	2	2	
9	Negotiation Skills	2	2	
10	Organizational behavior	2	2	
11	Corporate Culture and Business Ethics	2	2	
12	Marketing English 1	3	3	
13	Marketing English 2	3	3	
14	E-commerce	2	2	
15	Business Analytics	3	3	
16	Innovation and entrepreneurship	3	3	
Elective (choose 7 Credits)				
17	Marketing Topics	2		2
18	Public Relations	2	2	

No.	Course name	Credits	Theory	Practice
19	Local Marketing	2	2	
20	Customer Relationship Management	2	2	
21	Agricultural Marketing	3	3	
22	Banking Marketing	3	3	
23	Travel Marketing	3	3	
24	Business Scenario Simulation	3	3	
25	International Payments	3	3	
26	International Business	3	3	
27	Project Management	2	2	
28	Product Quality Management	2	2	
Total		45		

4.2.3 Final internship and graduation thesis writing: 10 TC

No.	Course name	Credits	Theory	Practice
1	End-of-Course Internship	4		4
2	Graduation thesis	6		6
Thesis Substitute				
1	E-Marketing	3		
2	Risk Management in Business	3		
3	Economic Forecast	3		
4	Direct Marketing	3		
Total		10		

7. Teaching Plan (Tentative)

7.1 Semester 1

No.	Course name	Total		Theory		Practise	
		Credits	Period	Credits	Period	Credits	Period
1	Defense and security education	8	165	5	75	3	90
2	Physical Education 1	1	30			1	30
3	Basic English 1	3	45	3	45		
4	Basic Informatics	3	45	3	45		
	Elective (choose 2 Credits)	2	30	2	30		
5	General Psychology	2	30	2	30		
6	General Sociology	2	30	2	30		
7	General logic	2	30	2	30		
Total		9	135	9	135	4	120

7.2 Semester 2

No.	Course name	Total	Theory	Practise
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		Credit s	Period	Credit s	Period	Credit s	Period
1	Physical Education 2	1	30			1	30
2	Philosophy Lenin	3	45	3	45		
3	General Law	2	30	2	30		
4	Basic English 2	3	45	3	45		
5	Microeconomics	3	45	3	45		
	Total	11					

7.3 Semester 3

No.	Course name	Total		Theory		Practise	
		Credit s	Period	Credit s	Period	Credit s	Period
1	Political Economy	2	30	2	30		
2	Scientific Socialism	2	30	2	30		
3	Probability Theory and Mathematical Statistics	3	45	3	45		
4	Applied psychology in business	2	30	2	30		
5	Business Communication	2	30	2	30		
	Total	11					

7.4 Semester 4

No.	Course name	Total		Theory		Practise	
		Credit s	Period	Credit s	Period	Credit s	Period
1	Physical Education 3	1	30			1	30
2	Basic English 3	3	45	3	45		
3	Macroeconomics	3	45	3	45		
4	Marketing Basics	3	45	3	45		
5	Management	3	45	3	45		
	Total	12					

7.5 Semester 5

No.	Course name	Total		Theory		Practise	
		Credit s	Period	Credit s	Period	Credit s	Period
1	Basic English 4	3	45	3	45		
2	Accounting principles	3	45	3	45		
3	Ho Chi Minh Thought	2	30	2	30		
4	Economic Law	2	30	2	30		
5	Customer behavior	2	30	2	30		
	Total	12	285	19	285	1	30

7.6 Semester 6

No.	Course name	Total	Theory	Practise
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		Credit s	Perio d	Credit s	Perio d	Credit s	Period
1	Monetary and financial theories	3	45	3	45		
2	Econometrics	3	45	2	30		
3	Marketing Research	3	45	3	45		
4	Organizational behavior	2	30	2	30		
	Elective	2					
5	Principles of economic statistics	2	30	2	30		
	Total	11					

7.7 Semester 7

No.	Course name	Total		Theory		Practise	
		Credit s	Perio d	Credit s	Period	Credit s	Perio d
1	Thinking and problem-solving methods	3	45	3	45		
2	Corporate culture and business ethics	2	30	2	30		
3	Marketing Management	3	45	3	45		
	Elective	3					
4	Management Accounting	3	45	3	45		
5	Human Resource Management	3	45	3	45		
6	International Economy	3	45	3	45		
	Total	11					

7.8 Semester 8

No.	Course name	Total		Theory		Practise	
		Credit s	Period	Credit s	Period	Credit s	Period
1	Marketing English 1	3	45	3	45		
2	History of the Communist Party of Vietnam	2	30	2	30		
3	Business Analytics	3	45	3	45		
4	Sales Management	2	30	2	30		
	Elective	3	45	3	45		
5	Strategic Management	3	45	3	45		
6	Tax	3	45	3	45		
	Total	13					

7.9 Semester 9

No.	Course name	Total		Theory		Practise	
		Credit s	Period	Credit s	Period	Credit s	Period
1	International Marketing	3	45	3	45		
2	Brand Management	3	45	3	45		
3	E-commerce	2	30	2	30		

4	Marketing English 2	3	45	3	45		
	<i>Elective (choose 3 Credits)</i>	3	45	3	45		
5	Agricultural Marketing	3	45	3	45		
6	Banking Marketing	3	45	3	45		
7	Travel Marketing	3	45	3	45		
8	Local Marketing	2	30	2	30		
	Total	14					

7.10 Semester 10

No.	Course name	Total		Theory		Practise	
		Credit s	Period	Credit s	Period	Credit s	Period
1	Marketing and communication	2	30	2	30		
2	Innovation and entrepreneurship	3	45	1	15	2	60
3	Commercial Marketing	3	45	3	45		
	<i>Elective (choose 3 Credits)</i>	3	45	3	45		
4	International Business	3	45	3	45		
5	Public Relations	2	30	2	30		
6	Product Quality Management	2	30	2	30		
	Total	11					

7.11 Semester 11

No.	Course name	Total		Theory		Practise	
		Credit s	Period	Credit s	Period	Credit s	Period
1	Research methods in business	2	30	2	30		
2	Marketing Workshop	2	60			2	60
3	Negotiation techniques	2	30	2	30		
	<i>Elective (choose 6 Credits)</i>	6					
4	Marketing Topics	2	60			2	60
5	Customer Relationship Management	2	30	2	30		
6	Project Management	2	30	2	30		
7	Business Scenario Simulation	3	45	3	45		
8	International Payments	3	45	3	45		
	Total	12					

7.12 Semester 12

No.	Course name	Total		Theory		Practise	
		Credit s	Period	Credit s	Period	Credit s	Period
1	End-of-Course Internship	4	120			4	120

2	Graduation thesis (or 02 modules of substitute course)	6	180			6	180
3	E-Marketing	3	45	3	45		
4	Risk Management in Business	3	45	3	45		
5	Economic Forecast	3	45	3	45		
6	Direct Marketing	3	45	3	45		
	Total	10					

8. GUIDELINES FOR PROGRAM IMPLEMENTATION

8.1 Conversion Lesson

01 credit = 15 theoretical lessons

= 30-45 discussion periods

= 30 hours of personal preparation

= 40-90 hours of on-site internship

= 45-60 hours of essays, graduation thesis

8.2 Interconnectivity

The university-level training program has paid attention to interconnection, ensuring that learners after graduating from university can study at the Master's and Doctoral levels.

8.3 Develop a detailed outline of subjects

On the basis of the training program, lecturers compile a detailed outline according to the regulations of the Ministry of Education and Training and the University with some points to note:

The detailed implementation of subjects must ensure the logic of imparting and absorbing knowledge, it is necessary to stipulate the prerequisite subjects of the next subject in the training program.

Content: Except for the elective knowledge, the remaining subjects are compulsory. The content in the outline is the core content of the subject. It is possible to add content or duration to a certain subject, the additional time is taken from the duration of the self-study subject of the corresponding knowledge block;

Elective knowledge: Students choose subjects on the basis of the accumulated number of credits prescribed for the group of elective subjects to ensure the accumulation of a sufficient number of credits. Every year, the optional knowledge section can be changed and supplemented to meet the requirements of updating and integration. In addition, there is also a practical subject at enterprises to help students

get acquainted with the reality of enterprises from the 2nd year, which is expected to be implemented in the 5th or 6th semester of the course. Depending on the needs of enterprises, the Faculty will have a plan to deploy for each specific class group if taking this subject will reduce the elective knowledge block by one subject.

Regarding the requirements for the number of exercises (if any) of the subjects prescribed by the lecturer to help students master theoretical knowledge and practice necessary skills;

All subjects must have textbooks, lecture sets, reference materials, instructional materials, etc. Depending on the content of the subjects, the lecturer determines the teaching method accordingly.

8.4 Orientation of teaching methods

The program is compiled in the direction of innovating teaching and learning methods at university: reducing the number of theoretical hours and spending more time for students to do their own research, read materials, discuss, do assignments, and do internships.

The knowledge block of the program is in line with the framework stipulated by the Ministry of Education and Training for the 4-year university-level education program.

8.5 Reference Program Materials

Marketing training programs of some universities international:

- Northeastern University (USA);
- Curtin Singapore University (Singapore);
- Monash University (Australia);
- Marketing training programs of some universities in the country:
- University of Economics and Law (Vietnam).
- Can Tho University (Vietnam)

9. Detailed course outline *(attached to the program)*

Rector
(signed, full name, stamped)

**Department of
Academic Affairs**

**Faculty of Business Administration and
Marketing**

DR. NGUYEN VAN QUANG MSC. LY MEN TEN ASS. PROF DR. NGUYEN TRI KHIEM