

**UNDERGRADUATE TRAINING PROGRAM
BACHELOR OF PUBLIC RELATIONS**

(Issued under Decision No: ____/QĐ-ĐHNCT dated ____, 2025, by the Rector of Nam Can Tho University)

Program Name: **Bachelor of Public Relations Training Program**

Training Level: **Full-time Undergraduate**

Field of Study: **Public Relations**

Field Code: **7320108**

Mode of Study: **Full-time**

1. Program Description

1.1. Introduction to the Program

The Public Relations (PR) undergraduate training program aims to educate students to become Bachelors of Public Relations equipped with adequate knowledge, skills, political qualities, ethics, professional demeanor, and good health to work effectively in various PR-related fields.

1.2. General Information about the Program

Program Title (Vietnamese)	Quan hệ công chúng
Program Title (English)	Public Relations
Program Code	7320108
Degree-Awarding Institution	Nam Can Tho University
Degree Title	Bachelor of Public Relations
Training Level	Undergraduate
Total Required Credits	130
Mode of Study	Full-time
Duration of Study	4 years
Admission Requirements	High school graduates
Grading Scale	4-point scale
Graduation Requirements	<ul style="list-style-type: none">- Accumulate the required 130 credits;- Achieve a cumulative GPA of at least 5.0 (on a 10-point scale);- Meet the B2 English proficiency level and IT proficiency as required by the university;- Fulfill soft skills and professional skill requirements;

	<ul style="list-style-type: none"> - Obtain the National Defense and Security Education certificate and complete all prerequisite courses.
Career Opportunities	<ul style="list-style-type: none"> - PR officers, event organizers, and policy developers in PR departments of organizations and businesses; - Media specialists in communication agencies, press, and broadcasting organizations; - Researchers and lecturers in public relations at research institutions and higher education establishments.
Further Study	Graduates may pursue Master's degrees in Vietnam or abroad.
Reference Programs	Public Relations undergraduate programs from the Academy of Journalism and Communication, National Economics University, Vietnam National University, University of Social Sciences and Humanities, and RMIT University.
Last Updated:	3/2025

1.3. Training Objectives

General Objective

To train bachelors of public relations who possess political qualities, professional attitudes, good health, and the competence to perform tasks in the field of public relations and communication within organizations and businesses. Graduates will be capable of working in enterprises, press agencies, magazines, radio, television, conducting research, teaching public relations at educational institutions, or pursuing higher academic degrees in the field of public relations.

Specific Objectives

- **M1:** Acquire fundamental knowledge in business administration, marketing, public relations, interdisciplinary fields, and the interrelationship between the economic, political, and social context and the public relations sector.
- **M2:** Understand communication, media, and how to use media tools in public relations activities.
- **M3:** Develop skills in building, maintaining, and enhancing relationships between organizations and their publics; plan and manage communication campaigns, and handle crises.
- **M4:** Gain skills in writing, editing, and publishing media products in print, radio, television, and digital formats; develop skills in media relations.

- **M5:** Cultivate skills in communication, negotiation, presentation, evaluating PR activities, and managing and advising public relations strategies.
- **M6:** Build strategic thinking, the ability to absorb and update knowledge, be creative, dynamic, adaptable to different work environments, and able to work independently or in teams.
- **M7:** Develop professional conduct, proper attitudes towards the field, and essential skills for future careers with an ethical understanding of public relations and its professional principles.

1.4. Program Learning Outcomes

Knowledge

General Knowledge

- **PO1:** Understand the basic functions of marketing, accounting, finance, and human resources within an organization/business and the principles of organizational operation.
- **PO2:** Understand the history of world civilizations, Vietnamese culture, business environment, and the public relations/marketing context domestically and internationally.

Specialized Knowledge

- **PO3:** Possess foundational knowledge of marketing, marketing management, marketing research, social marketing, and other aspects of marketing in organizations.
- **PO4:** Analyze the impact of multiculturalism and globalization on the public relations activities of organizations/businesses.
- **PO5:** Master principles and processes in developing public relations strategies and plans and apply them in organizational activities.

Skills

Professional Skills

- **PO6:** Apply relevant technologies to analyze, interpret, and exploit data from internal and external environments to provide strategic directions and solutions to improve public relations performance.
- **PO7:** Use knowledge to analyze phenomena, identify problems or opportunities in public relations, and solve PR issues in specific situations.

Soft Skills

- **PO8:** Communicate effectively through presentations, reports, discussions, active listening, and situational control. Collaborate, work in teams, organize, and manage tasks effectively.
- **PO9:** Meet the foreign language and IT competency requirements stipulated by the Ministry of Education and Training.

Autonomy and Responsibility

- **PO10:** Demonstrate civic responsibility, political qualities, patriotism, and professional ethics; understand and follow media ethics and individual codes of conduct in communication work.
- **PO11:** Recognize the necessity of lifelong learning and the ability to contribute and share knowledge with the community and society.

1.5. Teaching and Assessment Methods

1.5.1. Teaching Methods/Strategies

The teaching methods are described in the following table:

Teaching Method / Organization	Purpose
Lectures	Provide students with a systematic, logical foundation of course knowledge.
Discussions	Clarify course content through Q&A between lecturers and students.
Assignments/Exercises	Help students understand and apply course knowledge to real-life problems.
Case Studies and Reading References	Strengthen students' self-learning and independent research capacity.

Improvement of Teaching Quality

The training program is reviewed every two years, with adjustments based on feedback from stakeholders (students, alumni, employers, experts) regarding training quality.

Each year, the faculty schedules peer teaching observations—especially for young lecturers—to facilitate knowledge and teaching method exchange and improve teaching capacity. Regularly collect student feedback on lecturers' qualities, expertise, and responsibilities.

1.5.2 Grading Scale, Evaluation Forms, Criteria, and Weighting

	No.	Assessment Type	Weight (%)	Evaluation Criteria	Max Points
	1	Class Attendance	10%	Proactivity, preparation level, class participation, attendance in required sessions.	10
	2	Periodic Assessments	30%	Based on instructor's answer key and scoring rubric.	10
	3	Final Exam	60%	Based on instructor's answer key and scoring rubric.	10

2. Duration of Training

Program duration: 4 years

3. Total Credits Required

Total credits for the entire program: **130 credits** (excluding Physical Education and National Defense – Security Education)

No	Knowledge Block	Credits
I	General Education	47
1	- Political Theory	11
2	- Social Sciences and Humanities	12
3	- Mathematics – Informatics – Natural Sciences	6
4	- Foreign Language (English)	18
II	Professional Education	83
1	- Basic Specialized Knowledge	26
2	- Major Specialized Knowledge	47
3	- Internship, Thesis or Replacement Courses	10
	Total	130

4. Admission Requirements: Candidates must have graduated from high school or an equivalent level.

Admission is open nationwide.

5. Training Process and Graduation Requirements

5.1. Training Process

The training process follows the current regulations for full-time undergraduate and college education under the credit-based system, as prescribed by Nam Can Tho University.

5.2. Graduation Requirements

- Students who complete the training program will be considered for graduation and granted a degree according to the credit-based education regulations.
- Students must meet the university's requirements for English and Information Technology proficiency.
- Must obtain certificates in National Defense and Security Education, Physical Education, Soft Skills, and Professional Skills.
- The assessment of course and module scores is implemented according to Articles 22 and 23 of the university's credit-based training regulations.
- Academic year classification and graduation ranking follow Articles 14 and 28 of the same regulations.

6. Program Content

Total credits for the entire program: **130 credits** (excluding Physical Education and National Defense – Security Education)

General Education Knowledge: 46 credits

Political Theory: 11 credits

No.	Course Code	Course Title	Credits	Theory	Practice
1	0101000889	Marxist–Leninist philosophy	3	3	
2	0101000641	Political Economy	2	2	
3	0101000890	Scientific Socialism	2	2	
4	0101000900	Ho Chi Minh Thought	2	2	
5	0101000869	History of the Communist Party of Vietnam	2	2	

Social Sciences and Humanities: 12 credits

No.	Course Code	Course Title	Credits	Theory	Practice
1	0101000891	Introduction to Law	2	30	
2	0101000903	Introduction to Sociology	2	30	
3	0101000881	Introduction to Logic	2	30	
4	0101000894	General Psychology	2	30	
		Electives (Choose 4 credits):			
5		Communication and Development (2 credits)	2	30	
6	0101000595	Fundamentals of Vietnamese Culture	2	30	
7		History of World Civilizations	2	30	
8	0101000855	Cultures of Southeast Asian Countries	2	30	

Foreign Language (English): 18 credits

No.	Course Code	Course Title	Credits	Total Hours	
1	0101000861	Basic English 1	3	45	
2	0101000862	Basic English 2	3	45	
3	0101000863	Basic English 3	3	45	
4	0101002348	Basic English 4	3	45	
5	0101000165	Intermediate English 1	3	45	
6	0101001546	Intermediate English 2	3	45	

Mathematics – Informatics – Natural Sciences: 6 credits

No	Course Code	Course Title	Credits	Theory	Practice
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1	0101000869	Fundamentals of Informatics	3	25	20
2	0101000	Applied Statistics in Economics	3	45	

Physical Education (Non-credit module, not included in GPA): 3 credits

National Defense - Security Education (Non-credit module, not included in GPA): 8 credits

Professional Education Knowledge: 83 Credits

**Foundational Specialized Knowledge: : 26 credits
(17 credits)**

No	Course Code	Course Title	Credits	Theory	Practice
		Compulsory Courses	17		
1	0101000714	Communication Theory	3	45	
2	0101000588	Media Tools	3	45	
3	0101000589	Principles of Marketing	3	45	
4	0101000764	Quảng cáo đại cương	3	45	
5	0101000757	Quan hệ công chúng đại cương	3	45	
6	0101000843	Khởi nghiệp và đổi mới sáng tạo	2	30	
		Elective Courses (Choose 9 credits)	9		
7	0101000734	Language of Mass Communication	3	45	
8	0101000743	Media Law and Ethics	3	45	
9	0101000857	Corporate Culture	3	45	
10	0101002111	Communication Psychology	3	45	
11	0101000592	Publics in Communication	3	45	

2. Major Specialized Knowledge: 47 credits

No.	Course Code	Course Title	Credits	Theory	Practice
		Compulsory Courses	35		
1	0101000763	Applied Public Relations	3	45	
2	0101000725	Marketing Research	3	45	
3	0101000806	Event Organization	3	45	
4	0101000589	Public Relations Tools	3	45	
5	0101000788	Marketing Management	3	45	
6	0101000769	Crisis Management and Communication	3	45	
7	0101000793	Brand Management	3	45	
8	0101000724	Public Relations Evaluation Research	3	45	
9	0101000759	Public Relations Seminars	3	45	
10	0101000165	English for Public Relations	3	45	
11	0101001587	Digital Marketing	3	45	

12		Digital Transformation	2	30	
		Elective Courses (Choose 12 credits)	12		
13	0101000397	Public Relations Design and Presentation	3	45	
14	0101001331	Public Speaking	3	45	
15	0101000569	PR Strategies and Tactics	3	45	
16	0101000849	Environmental Communication	3	45	
17	0101002132	Journalism Editing	3	45	
18	0101000610	Communication - Negotiation Skills	3	45	

Internship, Graduation Thesis (or Equivalent Courses): 10 credits

STT	Mã học phần	Tên học phần	Credits	Theory	Practice
1	0101000844	Graduation Internship	4		60
2	0101000665	Graduation Thesis or Substituted Modules	6		90
3	0101000852	Integrated Marketing Communication	4	30	30
4	0101000855	Communication and Globalization	2	20	10

7. Tentative Teaching Plan

SEMESTER I: 16 Credits					
No.	Course Title	Total		Theory Hours	Practice Hours
		Credits	Periods		
1	Philosophy	3	45	45	
2	Introduction to Law	2	30	30	
3	Basic English 1	3	45	45	
4	Introduction to Logic	2	30	30	
5	Probability and Statistics	3	45	45	
6	Basic Informatics	3	30	30	
7	National Defense and Security Education (*)	8	165	75	90
8	Physical Education I (*)	1			30
SEMESTER II: 17 Credits					
No.	Course Title	Total		Theory Hours	Practice Hours

		Credits	Periods		
1	Political Economy	2	30	30	
2	Scientific Socialism	2	30	30	
3	Basic English 2	3	45	45	
4	Ho Chi Minh's Ideology	2	30	30	
5	Communication Theory	3	45	45	
6	Mass Media Language	3	45	45	
7	Fundamentals of Vietnamese Culture	2	30	30	
8	<i>Physical Education 2 (*)</i>	1			30

SEMESTER III: 15 Credits

No.	Course Title	Total		Theory Hours	Practice Hours
		Credits	Periods		
1	History of the Communist Party of Vietnam	2	30	30	
2	General Psychology	2	30	30	
3	Introduction to Public Relations	3	45	45	
4	Basic English 3	3	45	45	
5	<i>Physical Education 3 (*)</i>	1			30
6	History of World Civilizations	2	30	30	
7	Fundamentals of Marketing	3	45	30	15

SEMESTER IV: 17 Credits

No.	Course Title	Total		Theory Hours	Practice Hours
		Credits	Periods		
1	Introduction to Sociology	2	30	30	
2	Public Relations Tools	3	45	45	
3	Applied Public Relations	3	45	45	
4	Introduction to Advertising	3	45	45	
5	Basic English 4	3	45	45	
6	Corporate Culture	3	45	45	

SEMESTER V: 18 Credits

No.	Course Title	Total	Theory Hours	Practice Hours
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		Credits	Periods		
1	Public Relations Research and Evaluation	3	45		
2	Mass Media Means	3	45		
3	Event Organization	3	45		
4	Marketing Research	3	45		
5	Intermediate English 1	3	45		
6	Intermediate English 2	3	45		
SEMESTER VI: 15 Credits					
No.	Course Title	Total		Theory Hours	Practice Hours
		Credits	Periods		
1	Marketing Management	3	45		
2	Crisis Management and Communication	3	45		
3	English for Public Relations	3	45		
4	PR Strategies and Tactics	3	45		
5	PR Design and Presentation	3	45		
6	Digital Competency	2	30	30	
SEMESTER VII: 17 Credits					
No.	Course Title	Total		Theory Hours	Practice Hours
		Credits	Periods		
1	Brand Management	3	45		
2	Selected Topics in Public Relations	3	45		
3	Environmental Communication	3	45		
4	Media Law and Ethics	3	45		
5	Digital Marketing	3	45		
6	Entrepreneurship and Innovation	2	20		
SEMESTER VIII: 13 Credits					
No.	Course Title	Total		Theory Hours	Practice Hours
		Credits	Periods		
1	Communication - Negotiation Skills	3	45		

2	Graduation Internship	4	120		120
3	Graduation Thesis	6	240		240
Courses Replacing Graduation Thesis:					
1	Integrated Marketing Communication	4	60		
2	Communication and Globalization	2	30		

Note: *Physical Education (PE) and National Defense and Security Education are not included in the total training time.*

8. Program Implementation Guidelines

8.1 For Educational Institutions

- Assign lecturers to each course and provide detailed syllabi to ensure stable teaching schedules.
- Academic advisors must thoroughly understand the entire credit-based training program to guide students in course registration.
- Ensure the availability of textbooks, reference materials, and facilities for effective program implementation.

8.2 For Lecturers

- Lecturers assigned to any course must thoroughly study the course syllabus to prepare appropriate teaching content and teaching aids.
- Provide students with sufficient course materials at least one week prior to class to facilitate their preparation.

8.3 For Students

- Consult academic advisors to choose suitable courses for each semester. Prepare lessons in advance to enhance understanding. Attend classes regularly for guidance. Be self-motivated in studying and research. Actively engage in group learning and participate fully in seminars.
- Proactively utilize online and library resources for studying, research, and graduation projects. Adhere strictly to examination and assessment regulations.
- Actively participate in social, cultural, and physical activities to develop communication skills and a better understanding of society and people.

8.4 Facilities and Equipment

- Classrooms should be equipped with traditional teaching tools as well as modern aids (projectors, audio systems).

- Computer labs should be equipped with software for basic informatics, design applications, and process simulations.
- The Public Relations program is designed as a single-major curriculum.

Rector

(Signature, full name, and official stamp
Faculty of Economics

Academic Affairs Office