

**TRAINING PROGRAM OF  
BACHELOR OF MARKETING**

*(Issued together with Decision No.469/QĐ-ĐHTĐ dated 20/8/2021 by Rector of  
Tay Do University)*

**A. GENERAL INFORMATION**

1. Name of training program:	Marketing
2. Degree:	Undergraduate
3. Training codes:	7340115
4. Admission candidates:	Graduated from high school or equivalent
5. Training time:	3,5 years
6. Training form:	Formal
7. Required credits:	141 credits
8. Scale	
9. Diploma:	Bachelor
10. Working position:	Students can start working as employees, specialists in their trained professional fields such as marketing, market development, advertising, public relations, sales, customer care, market research, etc.; however, after a short time, they can assume middle management positions and can even be promoted to senior level when they can meet necessary conditions of experience, courage and capabilities in enterprises, management agencies and non-profit organizations.
11. Possibility for further education:	Students can study for a postgraduate degree, especially in foreign countries or at international training organizations in cooperation with the university.

**B. TRAINING OBJECTIVE AND LEARNING OUTCOMES**

# **I. Training Objectives**

## **1. General objectives**

The application-oriented Marketing training program aims to produce bachelors with sufficient knowledge, professional skills, political qualities, ethics, professional manners, proficient foreign language knowledge to be able to work effectively in Marketing-related jobs in the international environment and in the context of ever-increasing international economic integration.

## **2. Specific objectives**

The Marketing training program must meet standards of knowledge, skills, and qualities, so that graduates, after graduation, can undertake jobs related to their major in foreign-owned enterprises, joint ventures, corporations, enterprises with large scale and multinational production and business activities.

### **2.1 Knowledge**

**G1.** Students are equipped with basic knowledge of political law, mathematics-informatics, social sciences, natural sciences, business administration, finance, accounting, etc.

**G2.** Students are equipped with basic and in-depth knowledge in terms of both theory and practice in different fields of Marketing to plan, execute, operate, and manage tasks related to marketing activities at enterprises in the ever-changing environment.

**G3.** Students are equipped with knowledge to solve problems in enterprises/organizations related to marketing, sales, customer care, production - business.

### **2.2 Skills**

**G4.** Skills in analyzing and evaluating problems related to marketing management operations in enterprises and organizations.

**G5.** Skills in communication, negotiation, handling and solving problems arising out of operating the enterprises and organizations.

**G6.** Skills in performing professional work related to business administration, marketing, sales, customer care, after-sales service, etc.

**G7.** Skills in planning, organizing, executing, checking and controlling the issues related to marketing strategies and plans, sales.

**G8.** Skills in putting good use of foreign languages and information technology for work

**G9.** Highly independent thinking, perceiving, and problem-solving.

**G10.** Students can start their own businesses and create jobs for others.

### **2.3 Attitude**

**G11.** Dynamic, progressive, creative, disciplined and industrial manners.

**G12.** Comply with the law, professional ethics and responsibility to the society.

## **II. Learning outcomes**

### **1. Knowledge**

#### **1.1 General knowledge**

**K1.** Systematically understand the basics of political theory, knowledge of mathematics, social knowledge, natural sciences, scientific research methods to apply in learning and research in the field of economics;

**K2.** Put to good use of foreign languages and information technology

#### **1.2 Professional knowledge**

**K3.** Master the basic knowledge of economics, markets, and related fields such as accounting, finance, business administration and in-depth knowledge of marketing such as market research, segmentation and selection of target markets, product positioning, branding, marketing mix, organize the implementation and evaluation of marketing strategies and plans, etc.;

**K4.** Perform executive activities and manage tasks related to production – business, Marketing activities at enterprises;

**K5.** Effectively identify, analyze, and solve problems arising in departments of the enterprises/organizations; analyze, evaluate, develop, and monitor marketing plans and strategies in the enterprises.

### **2. Skills**

#### **2.1 Soft skills**

**S6.** Effectively use soft skills (communication, teamwork, writing - reading and presenting, presentation, negotiation, etc.) in practical tasks;

**S7.** Proficiently use foreign languages equivalent to level 3/6 of Vietnam's Foreign Language Proficiency Framework and informatics equivalent to advanced information technology skills standards.

#### **2.2 Professional skills**

**S8.** Collect, process, analyze, evaluate information to solve problems related to Marketing activities in enterprises;

**S9.** Apply the management skill in the implementation of operational activities related to activities in enterprises/organizations;

**S10.** Implement the planning, organization, implementation, inspection and control of issues related to Marketing activities in enterprises;

**S11.** Ability to improvise well in changing environments, flexible, improvisational, flexible with many diverse conditions and circumstances;

**S12.** Ability to orient yourself, draw professional conclusions and defend personal views;

**S13.** Ability to plan, coordinate, manage resources, evaluate, and improve the efficiency of activities.

### 3. Self-control and responsibility

**C14.** Have good moral character; have a sense of civic responsibility;

**C15.** Lead, start a business, and create jobs for yourself and others.

### III. The content of studying program (name and credit for each subject): 141 credits

<b>Total credit</b>		<b>141</b>
<b>1</b>	<b>General knowledges</b>	<b>46</b>
<b>2</b>	<b>Professional knowledges</b>	<b>83</b>
	- General Knowledge	22
	- Compulsory Knowledge	43
	- Optional knowledge	18
<b>3</b>	<b>Graduation</b>	<b>12</b>
	- Graduation Internship - Graduation thesis (or do the minor graduated thesis and study 02 alternative subjects)	4 8

#### 1. General Knowledge: 46 credits

Number	Code	Subject	Credits	Note
1	0301001769	Marxist - Leninist philosophy	3	
2	0301001825	Marxist - Leninist political economics	2	
3	0301001826	Scientific Socialism	2	
4	0301001827	History of Vietnamese Communist Party	2	
5	0301000665	Ho Chi Minh's ideology	2	
6	0301000667	Introduction to laws	2	
7	0301000292	Economic law	2	
8	0301000946	English for the TOEIC Test 1	4	
9	0301000947	English for the TOEIC Test 2	4	
10	0301001673	Basic informatic	3	
11	0301001035	Physical Education 1 – Basic volleyball	1	
12	0301001036	Physical Education 1 - Basic football		
13	0301001037	Physical Education 1 - Basic Badminton		
14	0301000660	Physical Education 2 - Advanced volleyball 1	1	

15	0301001038	Physical Education 2 - Advanced football 1		
16	0301001039	Physical Education 2 - Advanced Badminton 1		
17	0301001030	Physical Education 3 - Advanced volleyball 2		
18	0301000661	Physical Education 3 - Advanced football 2	1	
19	0301000662	Physical Education 3 - Advanced Badminton 2		
20	0301000650	Defense and Security Education	8	
21	0301002101	Advanced Mathematics	3	
22	0301001080	Mathematical Economics	3	
23	0301001403	Statistical Probability Business	3	

## 2. Professional Knowledge (83 credits)

### 2.1 General Knowledge (22 credits)

Number	Code	Subject	Credits	Note
1	0301002410	Microeconomic	3	
2	0301002411	Macroeconomic	3	
3	0301001051	Principles of Marketing	3	
4	0301002412	Principles of Accounting	3	
5	0301000687	Taxation	2	
6	0301001078	Management	3	
7	0301001830	Research methods in business	2	
8	0301002533	Quantitative analysis in business	3	

### 2.2 Compulsory Knowledge (43 credits)

Number	Code	Subject	Credits	Note
1	0301002567	English of Business Administration 1 - Marketing	3	
2	0301002568	English of Business Administration 2 - Marketing	3	
3	0301000335	Marketing research	3	
4	0301002556	Psychology and Behavior	3	
5	0301001832	Marketing communications	3	
6	0301001404	Digital Marketing	3	
7	0301000438	Sales Management	3	
8	0301001852	Marketing Management 1	3	
9	0301001853	Marketing Management 2	2	
10	0301001835	Industrial Marketing	2	
11	0301002534	Brand Management	3	
12	0301000440	Strategic Management	3	
13	0301000314	International Marketing	2	
14	0301002558	Production Management	3	
15	0301001854	Professional practice - Marketing	4	

### 2.3 Optional Knowledge (18 credits)

Number	Code	Subject	Credits	Note
1	0301001833	Application Marketing	3	
2	0301001649	Financial management	3	
3	0301001660	Project planning and analysis	3	
4	0301000490	Psychology & Arts of Leadership	2	
5	0301002561	Quality Management	3	
6	0301002560	International Payment	3	
7	0301001837	Import and export business operations	3	
8	0301000376	Commercial franchise	2	
9	0301000456	Human Resources Management	3	
10	0301000310	Tourism marketing	2	
11	0301000445	Information system administration	2	
12	0301002562	Supply Management and Logistics	3	
13	0301000457	Risk Management	2	
14	0301000787	Change Management	2	
15	0301002559	Corporate culture & Business ethics	3	
16	0301001834	Communication in business	2	
17	0301000863	Business Management	2	
18	0301001836	Starting a business	2	
19	0301001779	Business Operations Analysis	2	
20	0301002582	General Marketing	2	
21	0301001847	Monetary Finance Theory	2	
22	0301002569	Financial Market	2	
23	0301001848	Insurance theory	2	
24	0301002566	International Business Management	2	

### 3 Graduation Internship

Number	Code	Subject	Credits	Note
1	0301001855	Graduation Internship - Marketing	4	
2	0301001856	2.1 Graduation thesis - Marketing	8	
		2.2 The minor graduated thesis and study 02 alternative subjects)		
	0301001857	2.2.1 The minor graduated thesis - Marketing	4	
		2.2.2 Alternative subjects (Students choose 2 subjects from the optional subjects)	4	