



KQ03107: MARKETING CĂN BẢN 1

COURSE NAME: BASICS OF MARKETING 1

Number of credits 2: Theory 2 - Practice 0



RSE EXPECTED LEARNING OUTCOMES

Notation	Course expected learning outcomes After successfully completing this course, students are able	Program expected learning outcomes
Knowledge		
K1	Applying the principles of marketing to business decisions	ELO1, ELO7
K2	Analyzing of the marketing situations in real business	ELO1, ELO7
Skill		
K3	Effectively implement communication skills between members of a team	ELO6, ELO7
K4	Applying good for situation analysis	ELO6, ELO7 , ELO4
Autonomy and responsibility		
K5	Applying to practice proactive habits in work and study.	ELO14
K6	Complying with the rules and professional ethics, be responsible for the environment and society.	ELO14

COURSE DESCRIPTION

- Chapter 1: The essence of marketing
- Chapter 2: The marketing environment
- Chapter 3: Researching customer behavior
- Chapter 4: Market segmentation, selecting target market and product positioning
- Chapter 5: Commodity product strategy
- Chapter 6: Commodity pricing strategy
- Chapter 7: Commodity distribution strategy
- Chapter 8: Promotion-mix strategy

STUDENT TASKS

- Attend at least 75% of the total number of lessons (theory and practice)
- Prepare for lectures, read reference books before going class
- Actively participate in questioning, exchanging, participating in group discussions and showing desire to learn.
- Join group discussion, midterm test and final exam



LEARNING METHODS

- Learning in class
- Team work
- Self learning
- E-learning, MS Teams



ASSESSMENT METHODS

- Point ladder : 10
- Subject score is the sum of all rubric scores multiplied by the respective weight of each rubric.
- Evaluation of the process: 40%: Attendance assessment, attendance; group discussion and midterm review
- End-of-term evaluation 60%: multiple choice or essay



LECTURER IN CHARGE

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3. Dr. Tran Thi Thu Huong
4. MSc. Nguyen Thai Tung
5. MBA. Nguyen Trong Tuynh

