



COURSE SYLLABUS

KQ03107: BASICS OF MARKETING 1

Credits: 02 (Lectures 02 – Practices 0 – Self-study 06)

EXPECTED LEARNING OUTCOMES

Indicators	Upon completion of the course, Students are able to	Expected learning outcomes of the program
Knowledge		
K1	Apply the principle of marketing to make decision in marketing	
K2	Analyze marketing case study in business	
Skills		
K3	Teamwork	ELO 6: Coordinate teamwork in professional activities to achieve objectives as a member or a manager
K4	Improve communication skills and analyze case study	ELO 7: Communicate effectively using multimedia, adapt well in multi-cultural environment; meet the required standards of English proficiency issued by Ministry of Education and Training
K5	Enhance computer and presentation skills	ELO 7: Communicate effectively using multimedia, adapt well in multi-cultural environment; meet the required standards of English proficiency issued by Ministry of Education and Training
Attitude		
K6	Update marketing knowledge	
K7	Have more responsibility with environment and society	

Chapter 1. General Marketing

Chapter 2. Marketing environment

Chapter 3. Consumer behavior and target market

Chapter 4. Products decisions

Chapter 5. Price decisions

Chapter 6. Place decisions

Chapter 7: Promotion decisions

Attend at least 1/3 of the lessons

Prepare for lectures, review reference materials before lessons

Participate in the fieldwork, mid-term project, write reports and give presentations



LEARNING METHODS

Review materials

Attend to lecture,

Discuss, write reports, give presentations

Case study

Online learning



ASSESSMENT METHODS

Rubric	Expected Learning Outcomes	Rate (%)
Rubric 1. Attendance	K1, K2, K6, K7	10
Rubric 2: Teamwork presentations or Essays (for online learning)	K1, K2, K3, K4, K5, K6, K7	15
Rubric 3. Group presentation	K1, K2, K3, K4, K5, K6, K7	15
Rubric 4. Final exam	K1, K2, K3, K4	60

KEY ACCADEMIC STAFFS

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2. MA. Nguyen Thai Tung