

## Marketing program, effective as of September 2017

Knowledge area	Sem 1	Sem 2	Sem 3	Sem 4	Sem 5	Sem 6	Sem 7	Sem 8	Total credits	Ratio
<b>Management</b>	<b>Intro to management</b>						<b>•Entrepreneurship</b>		6	4%
Marketing		<b>Intro to marketing</b>	<b>• Consumer behaviors</b>	<b>• Marketing research</b>	<b>• Marketing Strategy</b> <b>• IMC</b> <b>• Restrictive Elective 1</b>	<b>• Product management</b> <b>Marketing Project (2 credits)</b> <b>• Restrictive Elective 2</b>	<b>- Brand management</b> <b>-Service Marketing</b> <b>-Restrictive 3</b>	<b>• Graduation Internship</b> or <b>• Graduation Thesis (9)</b>	44	31%
ACCT- FIN			<b>• Intro to accounting</b>			<b>• Corporate Finance</b>			6	4%
HRM		<b>HRM</b>							3	2%
Business foundation	<b>• Business law and ethics</b>	<b>• Business statistics</b>	<b>•Intro to MIS</b> <b>•Intro to business analytics</b>	<b>• Microeconomics</b> <b>• Work place intership</b>	<b>•Macroeconomics</b> <b>• International Business</b> <b>• MINOR COURSE 1</b>	<b>• MINOR COURSE 2</b>	<b>•MINOR COURSE 3</b> <b>•MINOR COURSE 4</b>		36	25%
<i>Free Electives</i>				<b>• Free elective 1 (MINOR COURSE 5) 1</b>		<b>• Free elective 2 (MINOR COURSE 6)</b>			6	4%
<i>Liberal Arts</i>	<b>• Social science course 1</b>	<b>• Social science course 2</b>		<b>• Social science course 3</b>					9	6%
	<b>• Prep computer skills (0)</b>		Computer skills						3	2%
			Marxist-Leninnist (5)	Ho Chi Minh's Ideology (2)		Communist Party lines (3)			10	7%
	<b>• English EIC 3 (5)</b> <b>• English EIC 4(5)</b>	<b>• English EIC 5 (5)</b> <b>• English EIC 6 (5)</b>							20	14%
								<b>143</b>	<b>100%</b>	