

VAN LANG UNIVERSITY

Department: Marketing

SOCIALIST REPUBLIC OF VIET NAM

Independence – Freedom - Happiness

UNDERGRADUATE TRAINING PROGRAMME

END OF MODULE EXAM

Course code: 7TM0630

Course name: **Marketing Project Management**

Exam format: Group essay

Submit:

Students take the exam in groups, including 2 parts:

- Group presentation (60 minutes presentation – 30 minutes discussion)
- Upload the assignment file (pdf file) on the link provided by the Testing Center.

Content format:

- A4 paper size, Font: Times New Roman, Size: 13, line spacing 1.5 lines, margins 1", space between paragraphs (paragraph: 0).
- Cover page (name of School, Faculty, Department, Subject, Project name, Group name)
- Page 2 (list of members and rating weight)
- File name: MKT Project Management – Group Name – Company Name

TOPIC: Choose a business operating in the Vietnamese market (domestic or foreign brand), create a Marketing Management Project, including the following contents:

1. Overview of the Project:

- Describe the overview and specific goals of the marketing project you choose.
- Clearly define the scope and expected benefits of the project.

2. Market Analysis:

- Collect and analyze market data.
- Identify and analyze target audience and customer needs.
- Evaluate competition and competitors' strategies.

3. Marketing Plan:

- Strategize segmentation, targeting and value proposition.
- Develop advertising, distribution, pricing and product strategies.

4. Budget and Resource Allocation:

- Overview of budget and budget allocation by activity.

- Allocation of human resources and technology.

5. Campaign Deployment and Monitoring:

- Implement campaigns and create promotional materials.
- Monitor campaign progress and performance.

6. Evaluation and Optimization:

- Evaluate project performance against goals and collect customer feedback.
- Suggest improvements and optimization of campaigns.

7. Conclusion:

- Project summary, lessons learned and recommendations for the future.

REQUEST:

- Assignments must have a database, rigorous and creative arguments.
- Express clearly and coherently with scientific presentation.
- The exam is submitted as a word/pdf report, minimum 30 pages and no more than 5000 words.

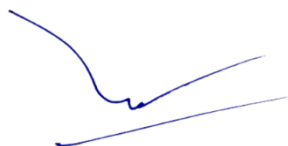
SCORING CRITERIA:

1. Content and Theoretical Basis (40%): Evaluate the accuracy, completeness and reflection of market data and marketing theory in the project.
2. Creativity and Applicability (30%): Assess the level of creativity in proposing strategies and solutions as well as their practical applicability.
3. Presentation and Organization (15%): Evaluate the presentation of the report, including format, structure and content coherence.
4. Presentation and Discussion (15%): Assess presentation skills, convey information and the ability to interact and exchange ideas in the discussion section.

The project must be submitted in the prescribed form and format, and must demonstrate a deep understanding of the chosen topic as well as the ability to apply theory to practice.

Ho Chi Minh City, 20 October 2023

**DEPUTY HEAD OF
DEPARTMENT**



MA. Nguyễn Văn Tâm

EXAMINER



Dr. Ruby Lieu