

TRƯỜNG ĐẠI HỌC VĂN LANG
ĐƠN VỊ: KHOA THƯƠNG MẠI

ĐỀ THI/ĐỀ BÀI, RUBRIC VÀ THANG ĐIỂM
THI KẾT THÚC HỌC PHẦN
Học kỳ 1, năm học 2024-2025

I. Thông tin chung

Tên học phần:	Đề án Quản trị Marketing		
Mã học phần:	72MRKT40283	Số tín chỉ:	3
Mã nhóm lớp học phần:	241_72MRKT40283_01		
Hình thức thi: Dự án có Thuyết trình	Thời gian làm bài:	7	Ngày
<input checked="" type="checkbox"/> GV giao đề bài trong thời gian giảng dạy lớp học phần		<input type="checkbox"/> TT. Khảo thí thiết lập và giao đề bài trên hệ thống thi CTE theo lịch thi Phòng Đào tạo công bố	
<input type="checkbox"/> Cá nhân	<input checked="" type="checkbox"/> Nhóm	Số SV/nhóm:	2
Quy cách đặt tên file		Student ID_Student Name _241_72MRKT40283_01_Group Name_Final	

Giảng viên nộp đề thi, đáp án bao gồm cả **Lần 1 và Lần 2 trước ngày 17/11/2024.**

1. Presentation Guide

Each group must complete a Group Project Evaluation Form and hand it in with group's report. The Group Project Evaluation Form is attached with this document.

Hand the following in to the instructor:

Your group paper, including appendices

A printed copy of your PowerPoint slides (To save paper, include 6 PowerPoint slides on each printed page.)

Group Project Evaluation Form

Each group must also submit on the course website a PDF of your group's ad for the class to review during our follow-up discussion of the group projects.

Briefly (in 30 seconds **or less**) introduce your group members and project to the class.

The length of the presentation will depend on the number of groups in the class and will be announced by the instructor. Please make the presentation interesting and appealing to capture and hold class members' attention. Do not simply read your paper or presentation. Be creative!

Use visuals when possible. In particular, have visuals (e.g., a PowerPoint slide) outlining your features and benefits and sample ad/ TVC script.

For the group presentations, each group should bring their presentation to class by their own devices. Do not assume that the PowerPoint presentation will open on the chosen device. Test it on another computer to make sure the file opens and runs. Also, bring a backup copy on a flash drive or upload onto cloud and test it as well.

Every member of the group should participate in the presentation and wear a nametag with your first name written in LARGE letters. Rehearse your presentation and stay within the time limit set by the instructor. (The time limit will be announced in a prior class.) Discuss as a group additional ways to make your presentation as effective as possible. Suggestions include:

Organize your presentation logically and clearly;

Practice/rehearse your presentation, including the timing (Staying within the time allotted is very important!);

Have good eye contact with your audience;

Portray confidence and enthusiasm.—Act as if you are trying to gain funding/approval of your recommendations.

Be creative – Use props and strong visual.

2. Sending Assignment Cover Sheet

After approving the assignment cover sheet, answers/rubric, the Head of Department/ the send assignment cover sheet to Trung Tam Khao Thi via email khaothivanlang@gmail.com including Word and Pdf files (compress and set a password for the compressed file) + messaging + naming via tel no. **0918.01.03.09** (Phan Nhật Linh).

II. Intended Course Learning Outcomes Assessed

CLO	CLO Details	Assessment Methods	CLO weight in assessment component (%)	Question No.	Maximum Grade	Matching PLO/PI
(1)	(2)	(3)	(4)	(5)	(6)	(7)
CLO1	Apply well specialized knowledge in marketing management activities.	Group Project (with Presentation)	35%	1	3.5	PLO4 (M,A)
CLO2	Ability to plan, implement, monitor and evaluate marketing activities of businesses and organizations.	Group Project (with Presentation)	35%	1	3.5	PLO8 (M,A)
CLO3	Have a sense of responsibility, honest and upright manner, cheerful and polite attitude in communication, be progressive, update knowledge, improve qualifications, be passionate about creativity in the working process and business relationships; demonstrate a desire to start a business.	Group Project (with Presentation)	30%	1	3	PLO10 (M)

III. Assignment Requirement

1. Topic

Context:

Identify a product that exists in other markets (not in Vietnam) that your group is planning to market in Vietnam. Your team is required to plan for the product marketing in Vietnam. Your plan should include the following:

- 1) Customer analysis: segmentation and target market
- 2) Market potential and predicted sales forecast
- 3) Develop the product strategy to be sold in Vietnam
- 4) Pricing, integrated marketing communication decisions and channel selection

All discussions must be supported and justified with published facts, published journal articles and references from creditable sources. The group assignment must be written in a report format.

Report Requirement:

The Group Project provides opportunities to improve your understanding of how to be effective in three major areas:

- marketing strategy,
- group processes/teamwork, and
- delivering presentations.

OUTLINE OF GROUP PAPER

Each group paper will include the following sections (numbered and labeled as follows):

Marketing Recommendations & Major Reasons

This section will outline recommendations (primarily) AND indented reasons (only for the most important or controversial recommendations) using the following headings:

1. TARGET MARKET: 2 points

List the market segment(s) that you are targeting in order of priority (e.g., primary, secondary, tertiary). Briefly describe each segment.

The rest of your paper may primarily focus on recommendations pertaining to one (or two) of these segments. If this is the case, at the end of the Target Market section, please include a note stating the segment(s) you will focus on for the remainder of the paper.

2. PRODUCT/ Product/Service/Organization: 2 points

Recommend what your product, service, or organization should be including its name, a brief overview of the product/service/organization, a brief summary of its most important benefits and features, and specific recommendations for customer service. The product, service, or organization does not have to be new; it can be an existing product, service, or organization as long as it faces some interesting marketing challenges.

3. POSITIONING: 1 point

Develop a positioning map and describe your positioning strategy. Remember that your positioning should differentiate your offering from competitive options. (Therefore, to have an effective positioning your group needs to have a clear idea of your most important competitors.) In particular, your positioning tagline should communicate (directly or indirectly) the primary benefits of your offering versus competitive options.

4. PRICE/ Pricing: 1 point

Set an exact price and, if applicable, explain any discounts or rebates. Also outline perceived costs (Review your notes about Perceived Costs from the Pricing class).

5. PLACE/ Distribution: 1 point

Explain how your product/service will be distributed and how you will evaluate, manage, and motivate your channels of distribution.

6. PROMOTION/ Marketing Communications: 2 points

Outline individual recommendations for each of the following types of marketing communications (if they are appropriate to your product/service/organization): advertising, publicity, direct marketing, sales promotion, personal selling, and social media. Specify the target audience, communication objectives, and approximate cost of each communication.

E.g., Implement print advertising in

___(media) ___(frequency and timing) targeted to _____(audience) in order to ___(objective).

Include sample copy and rough layout for a one-page print ad or a sample script for a 60-second radio ad or public service announcement.

7. Additional Recommendations & Reasons: 0.5 point

If you have any additional recommendations (e.g., pertaining to marketing research, funding), please include them in this section.

Especially important recommendations, controversial recommendations, and your least obvious recommendations should have at least one reason supporting them. The reasons should be indented underneath (i.e., separate from) the recommendations.

8. REFERENCES – 0.5 points

Cite all sources used in your research according to APA, MLA, or other appropriate academic referencing style.

2. Style and Formatting Guide

- The assignment's total length should be within 10,000 words ($\pm 10\%$); (excluding tables, appendix, and references).
- Individuals submit a soft copy of your finished work at the end of the semester. The soft copy should be submitted individually through the CTE website of VLU and on the E-learning system, including the original power point and one pdf file;
- File Naming: *Student ID _ Student Name _ 241_72MRKT40283_01_Group Name_Final*;

- Students are compulsory to submit the assignment on the due date and in a way requested by the Lecturer;
- This is a group assignment.

3. Grading and Rubric

Rubric 1: Group Presentation Evaluation

Criteria	Weight (%)	Excellent (8-10 points)	Good (6 – 7.9 points)	Average (5 – 5.9 points)	Need improvements (below 4.9 points)
Content 20%	10%	Richer than required	Complete as required	Fairly complete, missing some important content	Lacking many important contents
	20%	Accurate and scientific	Quite accurate and scientific, with a few minor errors	Relatively accurate and scientific, with some errors	Inaccurate and unscientific, with many significant errors
Structure	10%	Very well-structured and slides are very appropriate	Well-structured and slides are quite appropriate	Fairly well-structured and slides are relatively appropriate	Poorly structured and slides are not appropriate
Visual Appeal	10%	Very visual and aesthetic	Quite visual and aesthetic	Relatively visual and aesthetic	Not visual and aesthetic
Presentation Skills	20%	Engaging and persuasive argumentation. Good interaction with the audience	Clear presentation but not very engaging, fairly persuasive argumentation. Fair interaction with the audience	Difficult to follow but key points are understandable. Interaction with the audience is adequate but not strong	Unclear presentation, important content is not understandable. No interaction with the audience
Time Management	10%	Masterful time management, fully flexible with adjustments	Completed on time, occasionally flexible with adjustments	Over time, occasionally adjusts but not flexible	Over time, does not adjust to the situation
Answering Questions	10%	All questions answered thoroughly, clearly, and satisfactorily	Most questions answered correctly, with direction provided for unanswered questions	Some questions answered correctly, lacking direction for unanswered questions	Most questions unanswered
Group Coordination	10%	Excellent coordination, truly sharing and supporting each other during presentation and Q&A	Coordinated during presentation and Q&A but not synchronized	Minimal coordination during presentation and Q&A	No apparent coordination within the group

Rubric 2: Project Evaluation

Criteria	Weight (%)	Excellent (8-10 points)	Good (6 - below 8 points)	Average (5 - below 6 points)	Poor (below 4.9 points)
Target Market	20%	Accurate, scientific, with clear evidence, and at least 2 customer personas Structure meets 90%-100% of the exam requirements	Quite accurate and scientific, with clear evidence, and at least 2 customer personas, with a few minor errors Structure meets 70%-89% of the exam requirements	Relatively accurate and scientific, with evidence, and at least 1 customer personas, with some errors Structure meets 50%-69% of the exam requirements	Inaccurate, unscientific, without evidence, with many significant errors Structure meets less than 50% of the exam requirements
Product	20%	Accurate, scientific, with clear evidence, and full details about Product/ Service Structure meets 90%-100% of the exam requirements	Quite accurate and scientific, with clear evidence, and some details about Product/ Service, with a few minor errors Structure meets 70%-89% of the exam requirements	Relatively accurate and scientific, with evidence, and at few details about Product/ Service, with some errors Structure meets 50%-69% of the exam requirements	Inaccurate, unscientific, without evidence, no details about Product/ Service with many significant errors Structure meets less than 50% of the exam requirements
Positioning	10%	Accurate, scientific, with clear evidence, and full details about Positioning Map Structure meets 90%-100% of the exam requirements	Quite accurate and scientific, with clear evidence, and some details about Positioning Map, with a few minor errors Structure meets 70%-89% of the exam requirements	Relatively accurate and scientific, with evidence, and at few details about Positioning Map, with some errors Structure meets 50%-69% of the exam requirements	Inaccurate, unscientific, without evidence, no details about Positioning Map with many significant errors Structure meets less than 50% of the exam requirements
Price	10%	Accurate, scientific, with clear evidence, and full details about Pricing Strategy Structure meets 90%-100% of the exam requirements	Quite accurate and scientific, with clear evidence, and some details about Pricing Strategy, with a few minor errors Structure meets 70%-89% of the exam requirements	Relatively accurate and scientific, with evidence, and at few details about Pricing Strategy, with some errors Structure meets 50%-69% of the exam requirements	Inaccurate, unscientific, without evidence, no details about Pricing Strategy with many significant errors Structure meets less than 50% of the exam requirements
Place	10%	Accurate, scientific, with clear evidence, and full details about channels of distribution	Quite accurate and scientific, with clear evidence, and some details about channels of distribution, with a few minor errors	Relatively accurate and scientific, with evidence, and at few details about channels of distribution, with some errors	Inaccurate, unscientific, without evidence, no details about channels of distribution

Criteria	Weight (%)	Excellent (8-10 points)	Good (6 - below 8 points)	Average (5 - below 6 points)	Poor (below 4.9 points)
		Structure meets 90%-100% of the exam requirements	Structure meets 70%-89% of the exam requirements	Structure meets 50%-69% of the exam requirements	with many significant errors Structure meets less than 50% of the exam requirements
Promotion	20%	Clear and beautiful Promotion materials	Quite clear, beautiful Promotion materials	Relatively clear, beautiful Promotion materials	Not clear, not beautiful Promotion materials
Additional Recommendations	5%	Clearly demonstrates the group's viewpoint and creativity	Fairly demonstrates the group's viewpoint and creativity	Relatively demonstrates the group's viewpoint, lacks creativity	Fails to demonstrate the group's viewpoint, lacks creativity
References	5%	Adheres to 90%-100% of the presentation requirements	Adheres to 70%-89% of the presentation requirements	Adheres to 50%-69% of the presentation requirements	Adheres to less than 50% of the presentation requirements

Internal Verifier

Ho Chi Minh City, 16th November 2024

Lecturer



PhD. Trần Nguyễn Hải Ngân

MBA Nguyễn Hữu Lan Thuỷ