TRƯỜNG ĐẠI HỌC VĂN LANG
KHOA THƯƠNG MẠI

ĐỀ THI/ĐỀ BÀI, RUBRIC VÀ THANG ĐIỂM
THI KẾT THÚC HỌC PHẦN
Học kỳ 2, năm học 2024-2025

I. Thông tin chung

Tên học phần:	Quản trị Marketing		
Mã học phần:	72MRKT40033	Số tín chỉ:	3
Mã nhóm lớp học phần:	242_72MRKT40033_01		
Hình thức thi: **Tiểu luận có thuyết trình**		Thời gian làm bài: **7**	ngày
☒ GV giao đề bài trong thời gian giảng dạy lớp học phần		☒ TT. Khảo thí thiết lập và giao đề bài trên hệ thống thi CTE theo lịch thi Phòng Đào tạo công bố	
☐ Cá nhân	☐ Nhóm	Số SV/nhóm:	4
Quy cách đặt tên file		***242_72MRKT40033_01_Group Name*_Final**	

Giảng viên nộp đề thi, đáp án bao gồm cả **Lần 1 và Lần 2 trước ngày 06/04/2025**.

1. Formating guideline (One time)

- Font: Free

- Size: 13

- Guidance for naming exam files:

+ ***242_72MRKT40033_01_Group Name*_Final**

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 Nhất Linh).

II. Intended Course Learning Outcomes Assessed

CLO	CLO Details	Asessment Methods	CLO weight in assessment component (%)	Question No.	Maximum Grade	Matching PLO/PI
(1)	(2)	(3)	(4)	(5)	(6)	(7)
CLO2	Apply the process & method of making marketing plans such as: marketing mix plan, integrated communication plan (IMC), new product development plan, distribution channel development plan	Group Report	35%	1	3.5	PLO3 (M)
CLO4	Demonstrate the ability to work independently and work in a team; know how to organize work; good communication; the ability to present effectively; have good critical and commentary skills.	Group Report	30%	1	3.0	PLO8 (I)
CLO5	Show a serious attitude in learning, be willing to share and cooperate with others to explore knowledge and cultivate experience; respectful and gentle with everyone; have a sense of responsibility; the ability to withstand pressure at work; have professional ethics; have a professional manner, work on time. Be disciplined in the learning and working environment, be strict with yourself. Have the will to progress and think creatively.	Group Report	30%	1	3.0	PLO10 (I)

III. Assignment Requirement

1. Topic

Select a business currently operating in Vietnam, from which to build a marketing management plan for the brand in 2025.

2. Assignment Tasks and Requirements:

- **Define objectives _ 1 point**
  - Mission
  - Vision
  - Key Objective(s)
- **Context analysis _ 1 point**
  - Market overview: development, market potential. What do customers expect from this market?
  - Is the market attractive, how does the brand compare to competitors? (BCG/DPM Matrix)
  - Position of the business with competitors? (Competitive Mapping)
  - Other (PESTEL, Porter 5 Forces)
  - SWOT
- **Positioning _ 1 point**
  - Targeting customer portraits (Targeting)

- o How much can I earn from this target group? (Objective)
  - o Brand touchpoints
  - o Point of difference (Positioning)
  - o Value Proposition
- **Implementation plan _ 4.5 points**
  - o Marketing Mix (4 points)
  - o Digital Strategy (0.5 point)
- **Execution & Control _ 2 points**
  - o Action plan (1 point)
  - o Key Performance Indicators (KPI) (1 point)

- **References _ 0.5 point**

3. Rubric và grading

Criteria	Weight (%)	Excellent (8-10 points)	Good (6 - below 8 points)	Average (5 - below 6 points)	Poor (below 4.9 points)
Define objectives	10%	Accurate, scientific, with clear evidence, and define mission, vision, key objectives clearly Structure meets 90%-100% of the exam requirements	Quite accurate and scientific, with clear evidence, and at define mission, vision, key objectives with a few minor errors Structure meets 70%-89% of the exam requirements	Relatively accurate and scientific, with evidence, and define mission, vision, key objectives with some errors Structure meets 50%-69% of the exam requirements	Inaccurate, unscientific, without evidence, define mission, vision, key objectives with many significant errors Structure meets less than 50% of the exam requirements
Context analysis	10%	Accurate, scientific, with clear evidence, and full details about Market Overview, PESTLE, SWOT Structure meets 90%-100% of the exam requirements	Quite accurate and scientific, with clear evidence, and some details about Market Overview, PESTLE, SWOT, with a few minor errors Structure meets 70%-89% of the exam requirements	Relatively accurate and scientific, with evidence, and at few details about Market Overview, PESTLE, SWOT, with some errors Structure meets 50%-69% of the exam requirements	Inaccurate, unscientific, without evidence, details about Market Overview, PESTLE, SWOT have many significant errors Structure meets less than 50% of the exam requirements
Positioning	10%	Accurate, scientific, with clear evidence, and full details about Targeting customer potraits, Value Proposition Structure meets 90%-100% of the exam requirements	Quite accurate and scientific, with clear evidence, and some details about Targeting customer potraits, Value Proposition with a few minor errors Structure meets 70%-89% of the exam requirements	Relatively accurate and scientific, with evidence, and at few details about Targeting customer potraits, Value Proposition, with some errors Structure meets 50%-69% of the exam requirements	Inaccurate, unscientific, without evidence, details about Targeting customer potraits, Value Proposition have with many significant errors Structure meets less than 50%

Criteria	Weight (%)	Excellent (8-10 points)	Good (6 - below 8 points)	Average (5 - below 6 points)	Poor (below 4.9 points)
					of the exam requirements
Implementation plan	45%	Accurate, scientific, with clear evidence, and full details about Marketing Mix with Digital Strategy Structure meets 90%-100% of the exam requirements	Quite accurate and scientific, with clear evidence, and some details about Marketing Mix with Digital 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 Marketing Mix with Digital Strategy, with some errors Structure meets 50%-69% of the exam requirements	Inaccurate, unscientific, without evidence, no details about Marketing Mix with Digital Strategy with many significant errors Structure meets less than 50% of the exam requirements
Execution & Control	20%	Accurate, scientific, with clear evidence, and full details about Action plan and KPI Structure meets 90%-100% of the exam requirements	Quite accurate and scientific, with clear evidence, and some details about Action plan and KPI, with a few minor errors Structure meets 70%-89% of the exam requirements	Relatively accurate and scientific, with evidence, and at few details about Action plan and KPI, with some errors Structure meets 50%-69% of the exam requirements	Inaccurate, unscientific, without evidence, no details about Action plan and KPI with many significant errors Structure meets less than 50% of the exam requirements
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, 28th February 2025
Lecturer

PhD. Trần Nguyễn Hải Ngân

MSc. Lê Vũ Lan Oanh