

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 3, năm học 2024-2025

I. Thông tin chung

Tên học phần:	Marketing Sự kiện		
Mã học phần:	72MRKT40203	Số tín chỉ:	3
Mã nhóm lớp học phần:	243_72MRKT40203_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:	5-6
Quy cách đặt tên file	Mã LHP_Nhóm_Tên dự án		

III. Assignment Brief Content

1. Assignment Brief:

Develop an event plan within the scope and capabilities of students for implementation. From this, students will create a marketing strategy for the event and compile a comprehensive portfolio to submit to sponsors.

2. Guidelines for Presentation Format

Required Content in the Report:

Section Title	Required Content
Table of Contents	Sections included in the presentation
Cover Letter	Brief introduction of the group, event program, and purpose of the letter
Introduction to the University	Information about the university
Introduction to the Faculty	Information about the faculty and notable faculty event activities
Introduction to the Event Organizing Team	Team name Team logo and slogan Team members

Event Concept	Event logo and slogan Objectives Target audience Concept and theme Invited guests and celebrities
Event Timeline	Event schedule
Communication Plan	Communication roadmap
Estimated Budget	Projected budget
Sponsorship Request	Sponsorship expectations Benefits and responsibilities of sponsors
Contact Information	Contact details of the group leader or external relations team
Acknowledgments	Gratitude to sponsors for reviewing the proposal

General Regulations:

- **Format:** 1 PowerPoint (PPT) and 1 PDF
- **Submission Method:** Group representative submits the soft copy of the report via VLU's CTE system
- **This is a group assignment**

3. Rubric and Scoring Scale

Rubric 1: Presentation Assessment

Criteria	Weight (%)	Excellent (8–10)	Good (6–<8)	Average (4–<6)	Poor (<4)
Content	10%	Exceeds requirements with rich content	Meets requirements fully	Mostly complete, missing some key content	Missing significant key content
	20%	Accurate and scientific	Mostly accurate and scientific, minor errors	Somewhat accurate and scientific, some errors	Inaccurate, unscientific, major errors
Structure	10%	Highly logical structure and slides	Fairly logical structure and slides	Somewhat logical structure and slides	Illogical structure and slides

Visual Appeal	10%	Highly visual and aesthetic	Fairly visual and aesthetic	Somewhat visual and aesthetic	Little/no visual or aesthetic appeal
Presentation Skills	20%	Engaging delivery, convincing arguments, strong audience interaction	Clear delivery, somewhat convincing, good audience interaction	Hard to follow but key points understandable, limited audience interaction	Unclear delivery, key points not understood, no audience interaction
Time Management	10%	Masters time, flexibly adjusts to context	Completes on time, occasionally adjusts to context	Over time, occasional but inflexible adjustments	Over time, no adjustments
Question Handling	10%	Fully, clearly, and satisfactorily answers all questions	Correctly answers most questions, provides direction for unanswered ones	Correctly answers some questions, no direction for unanswered ones	Fails to answer most questions
Team Coordination	10%	Strong team coordination, shared support during presentation and Q&A	Some team coordination, not fully synchronized	Minimal team coordination during presentation and Q&A	No visible team connection

Rubric 2: Report Assessment

Criteria	Weight (%)	Excellent (8–10)	Good (6–<8)	Average (4–<6)	Poor (<4)
Structure	10%	Meets 90%–100% of course requirements	Meets 70%–89% of course requirements	Meets 50%–69% of course requirements	Meets <50% of course requirements
Content	50%	Accurate, scientific, clear evidence	Mostly accurate, scientific, clear evidence, minor errors	Somewhat accurate, scientific, some evidence, some errors	Inaccurate, unscientific, no evidence, major errors
Viewpoint/Argumentation	20%	Clear viewpoint, strong arguments	Fairly clear viewpoint, reasonable arguments	Somewhat clear viewpoint, unconvincing arguments	No clear viewpoint, unconvincing arguments

Format and Presentation Skills	20%	Complies with 90%–100% of presentation requirements	Complies with 70%–89% of presentation requirements	Complies with 50%–69% of presentation requirements	Complies with <50% of presentation requirements
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Internal Verifier

Ho Chi Minh City, 24th June 2025

Lecturer

PhD. Trần Nguyễn Hải Ngân

MA. Trần Ngọc Minh Thư