MINISTRY OF EDUCATION AND TRAINING

**LAC HONG UNIVERSITY**

**COURSE OUTLINE**

**<100002 – BASIC MARKETING >**

| **1.** | **GENERAL INFORMATION** | |
| --- | --- | --- |
| Course name (Vietnamese): | | Marketing can ban |
| Course name (English): | | Basic Marketing |
| Course ID: | | 100002 |
| Types: | | Fundamentals of major |
| Faculty/Department: | | Administration – International Economics |
| Main Lecturer: | | Phan Van Hai  Email: haipv@lhu.edu.vn |
| Lecturer participating in: | | Nguyen Van Dung (dungnv@lhu.edu.vn) |
| Number of credits: | | 2 |
| Theory :  Practice :  Exercise : | | 15 periods  0 periods  30 periods |
| Specialty : | | Obligatory to students in Major of Tourism and Travel Management |
| Prerequisite course: | | No |
| Previous course: | | No |
| **2.** | **COURSE DESCRIPTION** | |

Basic Marketing is a course provides basic information in the Marketing’s art to the customers, identifies its customers and gives solutions for the highest satifastion of the customers.

Basic Marketing provides students every basic information about Marketing’s principles and the application to the practical business including: basic concepts; environmental factors affecting the shopping behaviors of customers; Marketing’s decisions and practical business issues’s solutions.

| **3.** | **COURSE LEARNING OUTCOMES** |  |
| --- | --- | --- |

**Table 1: Course Learning Outcomes (CLOs)**

| **Course Learning Outcomes (CLOs)** | **Course Learning Outcomes Content** | **Bloom domain/Bloom level** | **Program Learning Outcomes PLOs/SOs/PIs (\*)** |
| --- | --- | --- | --- |
| CLO1 | Applying the information of market, psychology and customer behavior to point out the competitive advantages to the enterprises. | Knowledge (3) | PLO1/  PI1.2 |
| CLO2 | Analyzing the resources to set up business plans to the enterprises. | Knowledge (4) | PLO3/  PI3.1 |
| CLO3 | Completing the capability of demonstrating lively, visually, clearly and comprehensively the data reports. | Skills (3) | PLO5/  PI5.3 |
| CLO4 | Forming a new habit in learning the information to continue advancing the careers | Attitude (4) | PLO8/  PI8.2 |

| **4.** | **COURSE CONTENT, LESSON PLAN** |
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**Table 2: Course Content, Lesson Plan**

| **Week** | **Lesson/**  **Chapter** | **Name/Chapter** | **Lesson Learning Outcomes (LLO)** | | **Lecture and Study activities** | **Teaching methods** | **Assessment methods** | **References (\*)** |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 1 | Chapter 1 | **The overview of Marketing**  **Marketing Environment** | LLO1.1 | Showing the basic concepts of Marketing in tourism business. | Lecturer introduces the course overview, regulations and study routes, the presentation topics | Lecture  Game | Short answer test | [2],[3], [4] |
| 2 | LLO1.2 | Applying the Marketing’s information to solve changes in business environment of the enterprises information | Lecturer answers students’ questions and divides them into groups discussion about the macro environment factors, asking them to give specific examples to these factors. | Discussion | Presentations |
| LLO1.3 | Obeying the regulations | Lecturer announces the arrival time, activities in class, at home. | Discussion | Presentations |
| 3 | Chapter 2 | **Customer behavior** | LLO2.1 | Demonstrating the basic behavior of target customers in business | Lecturer answers students’ questions and divides them into groups discussion about models, motivations, and the factors affecting. | Discussion | Short answer test | [2],[3], [4] |
| LLO2.1 | Differentiating the basic features of customers to identify the target customers for the enterprises. | Lecturer answers students’ questions and divides them into group discussion and studies. | Discussion | Presentations |
| LLO2.3 | Following the examples of presentations methods | Lecturer asks every student to imitate the examples. | Discussion | Presentations |
| LLO2.4 | Obeying the regulations of reporting results’ process | Lecturer asks every student to imitate the examples. | Discussion | Presentations |
| 4 | Chapter 3 | **Market Segmentation** | LLO3.1 | Showing the methods of customers’ market segmentation | Lecturer asks students to learn about customers’ market segmentation methods | Discussion | Short answer test | [2],[3], [4] |
| LLO3.2 | Applying the methods of market segmentation to identify the business environment for a specific product or service | Lecturer answers students’ questions. Then the lecturer divides them into a group of 4 and asks them to give the same specific market segmentation standards to a product. | Discussion | Presentations |
| 5 | Chapter 4 | **Product policies** | LLO4.1 | Identifying the basic features of products to be appropriate with the different market requirements | Lecturer gives a practical situation and asks students to solve it based on that situation. | Discussion | Presentations | [2],[3], [4] |
| 6 | LLO4.2 | Doing the team reports effectively | Lecturer gives a practical situation and asks students to solve it based on that situation. | Discussion | Presentations |
| LLO4.3 | Finding the market information for study and job | Lecturer gives the issues to these groups about finding the marketing data of a brand. | Assignment of work | Presentations |
| 7 | Chapter 5 | **Price policies** | LLO5.1 | Showing the internal and external factors affecting the pricing decisions | - Lecturer divides students into a group of 4 and asks them to list the internal and external factors affecting the pricing establishment. | Discussion | Short answer test | [2],[3], [4] |
| LLO5.2 | Identifying the methods of pricing decisions in Marketing | - Lecturer divides students into a group of 4 and asks them to demonstrate the pricing decisions situation | Discussion | Presentations |
| 8 | LLO5.3 | Doing the team reports effectively | Lecturer gives a practical situation and asks students to solve it based on that situation. | Discussion | Presentations |
| LLO5.4 | Finding the market information for study and job | Lecturer gives the issues to these groups about finding the marketing data of a brand. | Assignment of work | Presentations |  |
| 9 | Chapter 6 | **Place policies** | LLO6.1 | Demonstrating roles of the distribution channel in business | Lecturer divides students into a group of 4 and asks them to demonstrate the types of distribution channels applied to the enterprises nowadays. | Discussion | Short answer test | [2],[3], [4] |
| LLO6.2 | Identifying types of distribution channel to decide the suitable channel for the products in the enterprises | Lecturer answers students’ questions. Then the lecturer divides them into a group of 4 and asks them to learn about the methods of identifying the distribution channels | Discussion | Presentations |
| LLO6.3 | Completing the team reports effectively | Lecturer gives a practical situation and asks students to solve it based on that situation. | Discussion | Presentations |
| LLO6.4 | Forming a habit in finding the market information for study and job | Lecturer gives the issues to these groups about the marketing data of a brand. | Assignment of work | Presentations |
| 10 | Chapter 7 | **Promotion policies** | LLO7.1 | Demonstrating the common marketing promotions | Lecturer divides students into a group of 4 and asks them to demonstrate the advertisement and promotion tools. | Discussion | Short answer test | [2],[3], [4] |
| LLO7.2 | Identifying the tools used in promotions and establish the appropriate cost table to the promotions in the enterprises. | Lecturer answers students’ questions and divides students into a group of 4 and asks them to demonstrate the advertisement and promotion tools. | Discussion | Presentations |
| LLO7.3 | Completing the team reports effectively | Lecturer gives a practical situation and asks students to solve it based on that situation. | Discussion | Presentations |
| LLO7.4 | Forming a habit in finding the market information for study and job | Lecturer gives the issues to these groups about finding the marketing data of a brand. | Assignment of work | Presentations |
| 11 | Exam | Presentations  Self-study 30% | LLO8.1 | Obeying the regulations | Lecturer asks students to do tests | Lecture | Essay |  |

| **5.** | **MAPPING OF LESSON AND COURSE LEARNING OUTCOMES** |
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**Table 3: Mapping of Lesson and Course Learning Outcomes**

| **Lesson Learning Outcomes** | **Course Learning Outcomes** | | | | **Evaluation Component** |
| --- | --- | --- | --- | --- | --- |
| **CLO1** | **CLO2** | **CLO3** | **CLO4** |
| **LLO1.1** | X |  |  |  | A1, A2 |
| **LLO1.2** | X |  |  |  | A1, A2 |
| **LLO1.3** |  |  |  | X | A1 |
| **LLO2.1** | X |  |  |  | A1, A2 |
| **LLO2.2** | X |  |  |  | A1, A2 |
| **LLO2.3** |  |  | X |  | A1 |
| **LLO2.4** |  |  |  | X | A1 |
| **LLO3.1** | X |  |  |  | A1, A2,A3 |
| **LLO3.2** | X |  |  |  | A1, A2,A3 |
| **LLO4.1** |  | X |  |  | A1, A2, A3 |
| **LLO4.2** |  |  | X |  | A1 |
| **LLO4.3** |  |  |  | X | A1 |
| **LLO5.1** |  | X |  |  | A1, A2, A3 |
| **LLO5.2** |  | X |  |  | A1, A2,A3 |
| **LLO5.3** |  |  | X |  | A1, A2 |
| **LLO5.4** |  |  |  | X | A1 |
| **LLO6.1** |  | X |  |  | A1, A2, A3 |
| **LLO6.2** |  | X |  |  | A1, A2,A3 |
| **LLO6.3** |  |  | X |  | A1, A2 |
| **LLO6.4** |  |  |  | X | A1 |
| **LLO7.1** |  | X |  |  | A1, A2, A3 |
| **LLO7.2** |  | X |  |  | A1, A2,A3 |
| **LLO7.3** |  |  | X |  | A1, A2 |
| **LLO7.4** |  |  |  | X | A1 |
| **LLO8.1** |  |  |  | X | A1 |

| **6.** | **COURSE ASSESSMENT** |
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**Table 4: Course assessment**

| **Evaluation Component** | **Assessment** | **CLOs** | **Percentage (%)** |
| --- | --- | --- | --- |
| A1. Process | - Participating in lesson construction  - Class exercices  - Discussion, Role-playing in group | CLO1, CLO2, CLO3, CLO4 | *30%* |
| A2. Midterm | - Doing class exercices | CLO1, CLO2, CLO3 | *30%* |
| A3. Final | - Doing test on papers | CLO1, CLO2 | *40%* |

| **7.** | **COURSE REQUIREMENTS AND EXPECTATIONS** |
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- Attendance: Obeying the regulations.

- Students have to read the given study documentation by the lecturer before every lesson on the online learning system (LMS - learn.lhu.edu.vn).

- Students who do homework on Kahoot, Quizizz and quick exercises in class will be given bonus marks for the students' process.

- Finishing given group discussions according to the lecturer's regulations.

| **8.** | **STUDY REFERENCES** |
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**Textbook**

[1]. Hoang Thi Phuong Thao, Doan Thi My Hanh, Le Khoa Nguyen (2021), Marketing can ban, NXB Thong tin truyen thong , TP Ho Chi Minh.

**References**

[2]. Philip R. Cateora & John L. Graham, 16th Edition (2017) Marketing quoc te-ban dich nhieu tac gia, NXB. Kinh te TP.HCM

[3]. Tran Minh Dao, Vu Tri Dung (2018), giao trinh Marketing quoc te, Ha Noi, DH Kinh te quoc dan

[4]. Pham Thi Huyen, Nguyen Hoai Long (2018), Giao trinh Marketing dich vu, NXB Dai hoc kinh te quoc dan, Ha Noi

| **9.** | **SOFTWARE OR SUPPORTING EQUIPMENTS FOR PRACTICE** |
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- Internet, Google Chrome, Kahoot

* **General rules:**

| **Abbreviation** | **Description** |
| --- | --- |
| **PLO/SO** | Program Learning Outcomes/Standard Outcomes |
| **PI** | Performance Indicators |
| **CLO** | Course Learning Outcomes |
| **LLO** | Lesson Learning Outcomes |

| **Head of Major/ Head of Faculty** | Dong Nai, 2024  Responsible lecturer  (sign and write full name)  **Phan Van Hai** |
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