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**SYLLABUS**  
**PROGRAM OF PUBLIC MANAGEMENT AND POLICY IN ENGLISH**  
**(E-PMP)**

LEVEL OF EDUCATION: UNDERGRADUATE

TYPE OF EDUCATION: FULL-TIME

**1. GENERAL INFORMATION**

- <i>Course title (Vietnamese):</i>	<i>Marketing trong khu vực công</i>
- <i>Course title (English):</i>	<i>Marketing in Public Sector</i>
- <i>Course code:</i>	<i>EPMP1109</i>
- <i>Knowledge group:</i>	<i>Professional Education</i> <i>(Basic knowledge)</i>
- <i>Credit:</i>	<b>3</b>
- <i>Prerequisite courses:</i>	<b>No</b>

**2. THE DEPARTMENT IN CHARGE: Social Management**

**3. DESCRIPTION**

This course aims to educate future leaders on how to simultaneously promote the creation of business and social value. It will provide students with an in-depth understanding of how marketing principles can be applied to create short-term business profit and long-lasting social change through the different tools of public, non-profit and social marketing.

The approach will involve theoretical presentation and discussion of practical examples. In order to take full advantage of the classes students are expected to be familiar with the basic concepts of marketing management.

**4. REFERENCES**

**Required textbooks**

Kotler, P. and Armstrong, G. (2012) *Principles of Marketing. 14th Edition, Pearson Education Limited*, Essex, England.

**Other references**

Philip Kotler, Gary Armstrong; Editor: Tran Van Chanh; Translator: Huynh Van Thanh , *Marketing Principles = Principles of marketing* , Volume 1 , Statistics, 2005

Philip Kotler, Gary Armstrong; Editor: Tran Van Chanh; Translator: Nguyen Van Thanh , *Principles Principles of marketing = marketing* , Volume 2 , Statistics, 2005

##### 5. COURSE OBJECTIVES :

Goal (Gx)	Description	PLO	Level
[1]	[2]	[3]	[4]
G1 (Knowledge)	Identify and analyze problems in public and non-profit marketing . Apply knowledge of public marketing to generalize the political, economic, social and international context affecting public and non-profit marketing , and describe and analyze the activities of public organizations .	KT1	3
G2 (Skill)	Have skills to conduct process analysis , problem solving , planning, marketing in the organizations. Have skills in analyzing, integrating verbal, written and other communication in organizations in conveying marketing information.	KN4 KN5	4 3
G3 (Level of autonomy and responsibility)	Self-study to work and to create capacity to work for a lifetime . Have a sense of responsibility, cooperation, and autonomy at work; take responsibility for your own work results	NLTC2	4

##### 6. COURSE LEARNING OUTCOME:

Goal	CLO (CLOx.x)	Description	Level
[1]	[2]	[3]	[4]
G1 (Knowledge)	CLO1.1	Identify and analyze problems in public and non-profit marketing	3
	CLO1.2	Applying knowledge of public marketing to generalize the political, economic, social and international	3

		contexts affecting public and non-profit marketing.	
	CLO1.3	Apply knowledge of public marketing in describing and analyzing public organizations' activities	3
	CLO 1.4	Understand the importance of advertising ethics	2
G2 (Skill)	CLO2.1	Have skills to conduct the process to analyze and solve problems of marketing in public organizations	4
	CLO2.2	Have skills in implementing a marketing planning process to develop and analyze a marketing plan for a public organization	4
	CLO 2.3	Have skills in analyzing, integrating verbal, written and other communication in organizations in conveying marketing information.	3
G3 (Level of autonomy and responsibility)	CLO3.1	Self-study to work and to create capacity to work for a lifetime	4
	CLO3.2	Have a sense of responsibility, cooperation, and autonomy at work; take responsibility for your own work results	4

## 7. COURSE ASSESSMENT

Form of evaluation	Content	Time	CLO	Evaluation criteria	Ratio (%)
[1]	[2]	[3]	[4]	[5]	[6]
Evaluate the learning process		From week 1 to week 12	CLO 1.1, CLO 1.2, CLO 1.3, CLO 1.4, CLO 3.1	- Full level of attendance - Level of participation in answering lecturers' questions (quantity and quality of answers)	10%

Mid-term test	<p>Basic concepts and marketing tools. Expand the marketing concept Marketing in the public sector Marketing in the non-profit sector</p>	Week 8	CLO 1.1, CLO 1.2, CLO 2.1, CLO 3.1	<p>The level of completion of the individual test (on time, the quality of the assignment is associated with the level of knowledge, skills and level of autonomy and responsibility of this course)</p>	20%
Mid- term test	<p>Basic concepts and marketing tools Expand the marketing concept Marketing in the public sector Marketing in the non-profit sector Social marketing</p>	Week 4 & 11	CLO 1.1, CLO 1.2, CLO 1.3, CLO 1.4, CLO 2.1, CLO 2.2, CLO 2.3, CLO 3.2	<p>The level of completion of group assignments, presentations (on time, quality of content and presentations, response to questions of lecturers and classmates associated with the level of knowledge, skills and level of autonomy and responsibility of this course)</p> <p>The presentation is divided into 2 stages. Stage 1 focuses on the basic concepts and expansions of</p>	20%

				<p>marketing. Stage 2 focuses on marketing knowledge in PS, non-profit and society through the following tasks:</p> <ul style="list-style-type: none"> <li>- Show your understanding of a creative marketing strategy</li> <li>- Assessing a marketing strategy</li> <li>- Present in an academic way and need to synthesize related academic journals</li> </ul>	
Final exam	<p>Basic concepts and marketing tools</p> <p>Expand your marketing concept</p> <p>Marketing in the public sector</p> <p>Marketing in the non-profit sector</p> <p>Social marketing</p>		<p>CLO 1.1, CLO 1.2, CLO 1.3, CLO 1.4, CLO 2.1, CLO 2.2, CLO 2.3, CLO 3.1</p>	<p>The level of completion of the individual test at the end of the term</p> <p>(The quality of the test is linked to the attainment of knowledge, skills and the ability to autonomy and take responsibility of the course learning outcomes)</p>	50%

\* The course uses turnitin software to assess academic integrity

## 8. TEACHING PLAN

<b>Week/ Session</b>	<b>Contents</b>	<b>CLO</b>	<b>Activities</b>	<b>Assessment</b>
<b>[1]</b>	<b>[2]</b>	<b>[3]</b>	<b>[4]</b>	<b>[5]</b>
1 - 3	<p><b>Introduce basic concepts and marketing tools</b></p> <p>Review the basic concepts of marketing: definition of marketing, marketing objectives and processes, market actors, the functions and tasks of marketing, marketing mix, concept of marketing, marketing system, ...</p>	CLO1.1, CLO3.1	<p><b>Study at home:</b> Read materials at home in advance</p> <p><b>Teaching and learning in class</b></p> <p>Introduction to the course and how to evaluate the course Lecture: 3 sessions Case studies and class discussion: 1 session</p>	<p>Attendance (full class participation): 10%</p> <p>Presentation 1: 10%</p> <p>Individual assignment: 20%</p>
4	<p>Basics and marketing tools (Cont.)</p> <p>Presentation of basic content</p>	CLO1.1, CLO2.1, CLO3.1, CLO3.2	<p><b>Study at home:</b> Read materials at home in advance</p> <p><b>Teaching and learning in class</b></p> <p>Lecture: 2 sessions Students presentation: 2 sessions</p>	
5-6	<p><b>Expand your marketing concept</b></p> <p>From profit marketing to nonprofit and social marketing</p> <p>1.1 The evolution of the marketing sphere from 1970 to the present and the advent of social, non-profit and public marketing concepts</p> <p>1.2 Opinions for and against the expansion of marketing concept</p> <p>1.3 The development and specialization of the</p>	CLO1.1, CLO1.2, CLO2.3, CLO3.1, CLO3.2	<p><b>Study at home:</b> Read materials at home in advance</p> <p><b>Teaching and learning in class</b></p> <p>Lecture: 3 sessions Students presentation: 1 session</p>	

	concept of marketing into macro marketing, social marketing and public marketing			
6-7	<p><b>Marketing in the public sector</b></p> <p>Marketing concept in public sector</p> <p>2.1 Basic Concepts and Terminology, History of Public Sector Marketing</p> <p>2.2 The main difference of marketing in the private and public sectors</p> <p>2.3 Demand discovery and marketing development in the public sector</p> <p>2.4 Mixed marketing in the public sector</p> <p>2.5 Public marketing plan</p>	CLO1.1, CLO1.2, CLO1.3, CLO2.3, CLO3.1, CLO3.2	<p><b>Study at home:</b> Read materials at home in advance</p> <p><b>Teaching and learning in class</b></p> <p>Lecture: 3 sessions</p> <p>Students presentation: 1 session</p>	
7-8	<p><b>Marketing in the non-profit sector</b></p> <p>Application of marketing in the non-profit field</p> <p>3.1 Non-profit organizations and the development of their role in society</p> <p>3.2 Overview of the non-profit sector</p> <p>3.3 Key marketing challenges in the nonprofit sector: fundraising and volunteering</p>	CLO 1.1, CLO 1.2, CLO 1.3, CLO 2.1, CLO 2.2, CLO 2.3, CLO 3.1, CLO 3.2	<p><b>Study at home:</b> Read materials at home in advance</p> <p><b>Teaching and learning in class</b></p> <p>Lecture: 3 sessions</p> <p>Students presentation: 1 session</p>	

	<p>3.4 Non-profit service business in the non-profit sector</p> <p>Application of marketing in the non-profit field</p> <p>3.1 Non-profit organizations and the development of their role in society</p> <p>3.2 Overview of the non-profit sector</p> <p>3.3 Key marketing challenges in the nonprofit sector: fundraising and volunteering</p> <p>3.4 Non-profit service business</p>			
9	<p>Marketing in the non-profit sector</p> <p>Do individual mid-term exam</p>	<p>CLO 1.1, CLO 1.2, CLO 1.3, CLO 1.4, CLO 2.1, CLO 2.2, CLO 2.3, CLO 3.1</p>	<p><b>Study at home:</b> Read materials at home in advance</p> <p><b>Teaching and learning in class</b></p> <p>Lecture: 2 sessions</p> <p>Students presentation: 2 sessions</p>	
10	<p><b>Social marketing</b></p> <p>Social Marketing concept</p> <p>4.1 Basic concept and development of Social Marketing</p> <p>4.2 Define Social Marketing and Exactly Identify Your Entities: Governments, Companies and Nonprofits</p> <p>4.3 The Social Marketing Challenge</p>	<p>CLO 1.1, CLO 1.2, CLO 1.3, CLO 2.1, CLO 2.2, CLO 2.3, CLO 3.1, CLO 3.2</p>	<p><b>Study at home:</b> Read materials at home in advance</p> <p><b>Teaching and learning in class</b></p> <p>Lecture: 3 sessions</p> <p>Student presentation: 1 session</p>	



	4.4 A Specific Challenge: Marketing changes society for a better world 4.5 Marketing Mix, Social Marketing			
11	<b>Presentation</b> Show your understanding of a creative marketing strategy - Assessing a marketing strategy - Present in an academic way and need to synthesize related academic journals	CLO 1.1, CLO 1.2, CLO 1.3, CLO 2.1, CLO 2.2, CLO 2.3, CLO 3.2	Student presentation: 4 sessions	Presentation 2: 10 %
12	Review	CLO 1.1, CLO 1.2, CLO 1.3, CLO 2.1, CLO 2.2, CLO 2.3, CLO 3.1	Review: 4 sessions	Multiple choice, true/false test: 50%
13	Final exam	CLO 1.1, CLO 1.2, CLO 1.3, CLO 2.1, CLO 2.2, CLO 2.3, CLO 3.1	Individual final exam: 90 minutes	Multiple choice, true/false test: 50%

## 9. COURSE REQUIREMENT

### 9.1. Rules of class participation

- Students are responsible for attending all classes. In any case of absence from school due to force majeure reasons, there must be sufficient and reasonable proofs.

- Students are responsible for actively read materials in advance, proactively preparing lessons before going to class according to the instructions and requests of lecturers.

- Students who skip more than 20% of the lessons of the subject will be considered as not complete the course and have to retake the course

- Students who miss the deadline of individual and group assignments submission will receive a score of zero for that assignment.
- Students will be randomly asked to answer questions during 12 sessions
- Regarding the communication between lecturers and students: Encourage students to participate in discussions (groups and individuals), give direct feedback to teachers about the content of the course, teaching and learning methods, teaching materials and handouts. Lecturers also encourage students to give feedback on the form, methods and contents of the tests to evaluate students' learning results. Students can communicate with lecturers in class, during office hours or via email. The valuable feedback from students contributes to improve the teaching and learning quality of the course

## **9.2. Rules of classroom behavior**

- The course is conducted on the principle of respect for students and lecturers. All behaviors that interfere with the teaching and learning process are strictly prohibited.
- Students need to actively participate in lectures through discussions with lecturers (answer and ask questions) and group discussions, presentations
- Students must go to school on time. Students who are late more than 10 minutes after class starts will not be able to attend the class.
- Do not make noise, disturbing other students in the learning process.
- Do not eat, drink, chew gum, use devices such as phones, music players during class.
- Laptops and tablets are only used for the purpose of recording lectures, calculating, doing exercises. Absolutely do not use them for other purposes.

*Hanoi, Date Month Year 20*

**DEAN OF FACULTY**

**(Signed)**

**UNIVERSITY PRINCIPAL**

**(Signed)**