

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 2, năm học 2023-2024

I. Thông tin chung

Tên học phần:	Quản trị Marketing		
Mã học phần:	72MRKT40033	Số tin chỉ:	3
Mã nhóm lớp học phần:	232_72MRKT40033_01		
Hình thức thi: Dự án	Thời gian làm bài:	14	ngày
<input type="checkbox"/> Cá nhân	<input checked="" type="checkbox"/> Nhóm		
Quy cách đặt tên file	<i>Student ID_Student Name_232_72MRKT40033_01__Group Name_Final</i>		

Giảng viên nộp đề thi, đáp án bao gồm cả **Lần 1 và Lần 2 trước ngày 1/04/2024.**

1. Formatting Guide

- Assignment total length should be within 25 pages Microsoft Word ($\pm 10\%$),
- Group submit a soft copy of your finished work at the end of the semester. The soft copy should be submitted through the CTE website of VLU and on the E-learning system.
- This is a group assignment.

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	Classify the factors and components in the strategic marketing planning process	Group Project (with Presentation)	30%	1	3	ELO3 (S)
CLO2	Design an effective strategic marketing plan	Group Project (with Presentation)	30%	1	3	ELO4 (H)
CLO3	Apply general skills such as presentation, creative thinking, teamwork,... to resolve issues related to course content	Group Project (with Presentation)	20%	1	2	ELO5 (H)
CLO5	Establish a positive and responsible learning attitude	Group Project (with Presentation)	20%	1	2	ELO10,11 (S)

III. Assignment Requirement

1. Topic

Building a Marketing Plan for a chosen company within FMCG, Automotive, Fashion and F & B.

Report Requirement:

In this task, you will prepare a report covering:

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- 1. Company Background (0.5 mark)**
 - a. Vision
 - b. Mission
 - c. Core Values
- 2. Context Analysis (2 marks)**
 - a. External analysis: PEST, 5 FORCES => Opportunities and Threats
 - b. Internal Analysis: 5M (Money, Materials, Manpower, Machine, Methodology) => Strengths and Weaknesses
- 3. Marketing Objectives: Growth, Survival, Market Share, Profits (1 mark)**
- 4. Marketing Strategy (2 mark)**
 - a. Customer Segmentation
 - b. Target markets
 - c. Market positioning
 - d. Competitive positioning
- 5. Marketing Programs: Marketing Mix Tactics (4 marks)**
- 6. Implementation Monitoring & Control (0.5)**

Presentation requirements:

- Form a group of 2-3 members. And present the report in class for 45 minutes for each group;
- Design report using presentation slides which should be submitted individually through the CTE website and on the E-learning system;
- You should use in-text references and a list of all cited sources at the end of the report by applying APA referencing style.

2. Style and Formatting Guide

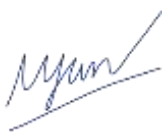
- The assignment's total length should be within 25 pages Microsoft Word ($\pm 10\%$);
- Please submit a soft copy of your finished work at the end of the semester. The soft copy should be submitted individually through the CTE website of VLU and on the E-learning system;
- File Naming: *Student ID_Student Name_232_72MRKT40033_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

Criteria	Weighting (%)	Very Good 8-10 pts	Good From 6 – under 8 pts	Average From 4 to under 6 pts	Poor Under 4
Presentation Time & Report Format	20%	<ul style="list-style-type: none"> - Perfect timing - Slide Quality: Layout & Visual clear and clean - The group works well, shares and supports each other 	<ul style="list-style-type: none"> - Adequate Timing (\pm 30 seconds) - Slide Quality: Layout & Visual clear and clean - The group works well, shares and supports each other 	<ul style="list-style-type: none"> - Too short or too long (\pm 1 minute) - Slide Quality: Layout & Visual averagely clear and clean - The group works well, shares and supports each other 	<ul style="list-style-type: none"> - Finish abruptly (over \pm 1 minute) - Slide Quality: Layout & Visual unclear and unclean - The group works well, shares and supports each other
Report Content	30%	<ul style="list-style-type: none"> - Very well precise, scientific - Use numbers and academic researches for evidence - Sequence information and ideas logically and skillfully; coherent progression throughout 	<ul style="list-style-type: none"> - Mostly precise, scientific, still produce occasional errors - Use numbers and academic researches for evidence, still lack of accuracy - Arrange information and ideas quite logically; clear progression throughout 	<ul style="list-style-type: none"> - Some precise and scientific, may make some errors - Limited use numbers and academic researches for evidence information and ideas relatively logically 	<ul style="list-style-type: none"> - Limited precise and scientific, make noticeable errors - No numbers and academic researches for evidence - Lacks structure and is difficult to follow.
Creativity	20%	<ul style="list-style-type: none"> - Use creative tools and language, to convey content in a unique 	<ul style="list-style-type: none"> - Express quite clear and creative arguments 	<ul style="list-style-type: none"> - Express clear and creative arguments averagely 	<ul style="list-style-type: none"> - No arguments

		understanding of the topic			
Presentation skills	20%	<ul style="list-style-type: none"> - Present issues and arguments attractively and persuasively - Very good interaction with audience 	<ul style="list-style-type: none"> - Present clearly but unattractive; arguments are quite persuasive - Good interaction with audience 	<ul style="list-style-type: none"> - Difficult to follow but still able to understand important contents - Inadequate interaction with audiences 	<ul style="list-style-type: none"> - Present unclearly, may not understand - No interaction with audiences
Q&A	10%	<ul style="list-style-type: none"> - Answer all questions correctly 	<ul style="list-style-type: none"> - Answer all questions, still some errors 	<ul style="list-style-type: none"> - Answer some questions 	<ul style="list-style-type: none"> - Cannot answer

Internal Verifier



MSc. Tran Nguyen Hai Ngan

Ho Chi Minh City, 30th March 2024

Lecturer



MBA. Le Hong Dac