

TRƯỜNG ĐẠI HỌC VĂN LANG  
 ĐƠN VỊ: KHOA QHCC-TT

**ĐỀ THI/ĐỀ BÀI, RUBRIC VÀ THANG ĐIỂM**  
**THI KẾT THÚC HỌC PHẦN**  
**Học kỳ 3, năm học 2023-2024**

**I. Thông tin chung**

Tên học phần:	Marketing căn bản		
Mã học phần:	72MARK30282	Số tin chỉ:	2
Mã nhóm lớp học phần:	233_72MARK30282_01		
Hình thức thi: Tiểu luận nhóm (có TT)	Thời gian làm bài:	10	ngày
<input type="checkbox"/> Cá nhân	<input checked="" type="checkbox"/> Nhóm		
<i>Quy cách đặt tên file</i>	<i>Mã lớp HP_Mã nhóm_Bài thi cuối kỳ</i>		

**II. Các yêu cầu của đề thi nhằm đáp ứng CLO**

Ký hiệu CLO	Nội dung CLO	Hình thức đánh giá	Trọng số CLO trong thành phần đánh giá (%)	Câu hỏi thi số	Điểm số tối đa	Lấy dữ liệu đo lường mức đạt PLO/PI
(1)	(2)	(3)	(4)	(5)	(6)	(7)
CLO1	Identify the factors of marketing environment impacting on the public relations activity of businesses and propose innovative marketing solutions.	Group Assignment (Presentation + Report)	10%		1	PI 2.3
CLO2	Summarize data about the market, customers' needs and behavior to plan simple marketing strategy to enhance public relations and communication activities.	Group Assignment (Presentation + Report)	20%		2	PI 3.1
CLO3	Develop a creative idea, and simply create a product, design distribution channels, pricing strategy and promotion plan to meet the customers' demands.	Group Assignment (Presentation + Report)	30%		3	PI 5.3
CLO4	Proficiently apply market research methods to detect, analyze, and propose initiatives for communication plan and business.	Group Assignment (Presentation + Report)	30%		3	PI 8.2
CLO5	Demonstrate sense of self-study, research capacity, and develop lifelong-learning attitude	Group Assignment (Presentation + Report)	10%		1	PI 10.3

### III. Nội dung câu hỏi thi

#### 1. Topic

##### Part 1: Brand report (70%)

1. **A summary of the brand with relevant background information of its presence in Vietnam.** This may include things such as the brand's history in Vietnam, market size, recent performance trends, and other relevant marketing information.
2. **An analysis of at least two macro and one microenvironment factors,** that currently has the largest impact for the brand of your choice in Vietnam.
3. **An analysis of the ideal target market and their behavior** for that brand of your choice.
4. **Competitors analysis**
5. **Brand positioning.** This may include positioning map.
6. **An analysis of Marketing Mix (4P)** for the brand of your choice.

##### Part 2: New product plan (30%) – Choose 1 request to implement.

1. **Analyze and evaluate the company's process of launching new products or services** to the target market, and its **marketing efforts** to reach target customers. (Choose a newly launched product or service recently)
2. **Propose a new product or service and suggest marketing activities** for the product/service to reach target customers.

#### 2. Requirements for Presentation

A presentation empowered by Powerpoint/ Canva to clearly illustrates these deliverables.

#### 3. Requirements for Report

**Words limit: 5000 words.**

#### Format:

- Font: Times New Roman - Size: 12
- Word limit: **5000 words.** You are required to **comply with the words and not exceed ±10%** (excluding cover pages, table of contents, tables, references, appendices, declaration).
- The report must include **DECLARATION AND STATEMENT OF AUTHORSHIP**
- You are expected to use high quality research and proper referencing techniques when constructing your report. **(at least 10 reference sources with APA style referencing)**

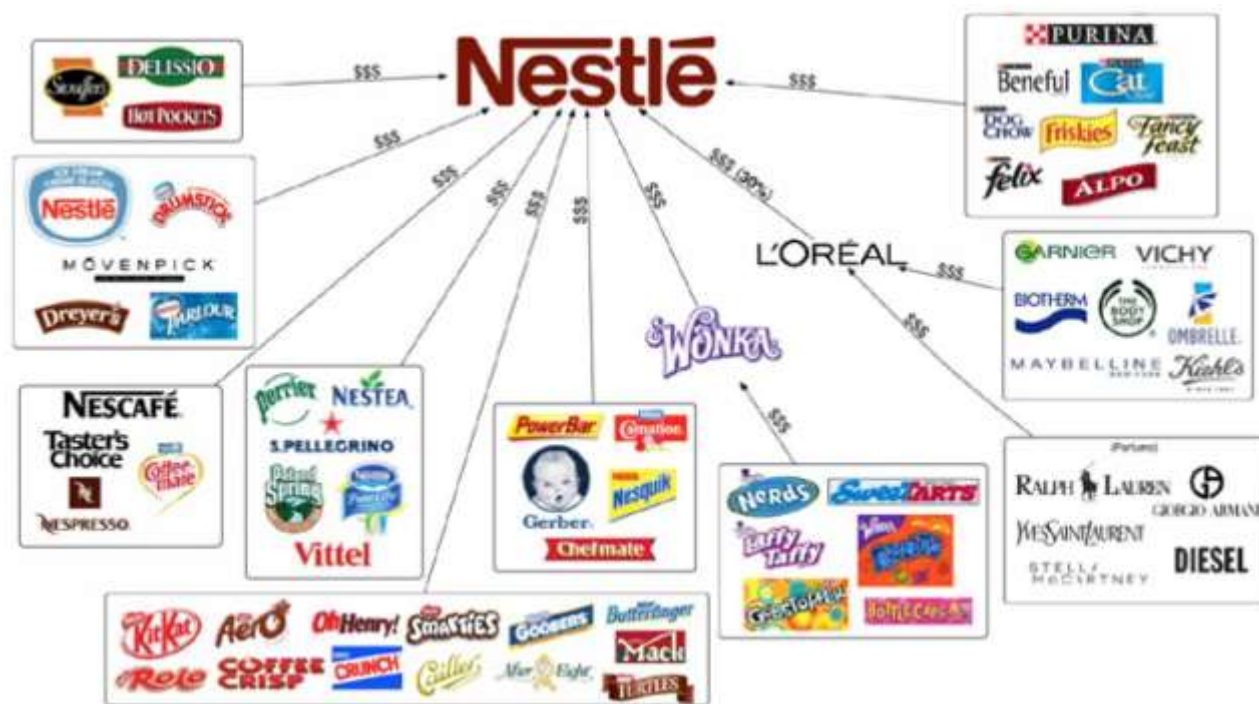


Figure: Examples of brands within the Nestlé company.

**DECLARATION AND STATEMENT OF AUTHORSHIP****Class:**

<b>Name</b>	<b>Student ID</b>
<b>A</b>	
<b>B</b>	

1. I/we have not impersonated or allowed myself/ourselves to be impersonated by any person for the purposes of this assessment.
2. This assessment is my/our original work and no part of it has been copied from any other source except where due acknowledgement is made.
3. No part of this assessment has been written for me/us by any other person except where such collaboration has been authorised by the lecturer/tutor concerned.
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5. I/we give permission for my/our assessment response to be reproduced, communicated, compared and archived for plagiarism detection, benchmarking or educational purposes. I/we understand that:
6. Plagiarism is the presentation of the work, idea or creation of another person as though it is your own. It is a form of cheating and is a very serious academic offence that may lead to exclusion from the University. Plagiarised material can be drawn from, and presented in, written, graphic and visual form, including electronic data and oral presentations. Plagiarism occurs when the origin of the material used is not appropriately cited.

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I/we declare that I/we have read and understood the declaration and statement of authorship.

**Students' signature/s**

## 4. Rubric

## Rubric 1: Group presentation

Criteria	Weighting (%)	Excellent 80-100%	Good 60-79%	Average 40-59%	Fail under 40%
<b>Content</b>	30	Course-relevant and topic-relevant, and excellently provide content required.	Course-relevant and topic-relevant. Sufficiently provide content required.	Course-relevant and topic-relevant, but sometimes inconsistent/irrelevant.	Content is irrelevant to the topic and requirements
<b>Flexibility in solving situations &amp; responding to questions</b>	20	Quickly handle arising situations; answer convincingly and confidently in responding to questions	Quite quick to handle arising situations; the answer is quite convincing and confident in responding to questions	Handling arising situations is not yet responsive; Answer questions that are misleading and confusing	Passive in arising situations, unable to answer questions
<b>Verbal communication</b>	10	The presenter(s) is very confident, coherent, and attractive to the audience	The presenter(s) is relatively confident, coherent, and quite attractive to the audience	The presenter(s) is not confident and attractive	Discrete presentations; Not understanding the content of the presentation
<b>Supporting materials for the presentation</b>	10	Vivid form: beautiful PowerPoint slides, combining many images, videos, evidence, figures	PowerPoint, video presentation is beautiful but cannot combine images, vivid illustrations	PowerPoint/ the video is too simple and monotonous	Do not have presentation slides / videos
<b>Timing</b>	10	On time	Late (acceptable)	Late (unacceptable)	Late (unacceptable)
<b>Personal contribution &amp; Teamwork</b>	10	Assign work in the team and coordinate very well	There is good division and coordination	Assigned but not reasonable. Coordination between disjointed members	There is no assignment prior to the implementation of the topic
<b>Outfit</b>	10	Formal/ Smart casual Professional look	Decent outfit	Unprofessional outfit	Bad-looking outfit
	100				

## Rubric 2: Group report

<b>Criteria</b>	<b>Weighting (%)</b>	<b>Excellent 80-100%</b>	<b>Good 60-79%</b>	<b>Average 40-59%</b>	<b>Fail under 40%</b>
<b>Research/ Content</b>	60	Research carefully and in detail about the advertising strategy	Research is not thorough and detailed is not specific	Non-specific detailed research	Do not carry out the research process
<b>Writing skills</b>	10	- Suitable style. - No spelling or grammar errors. - Systematic & logical approach to the topic & discussed in an informed way.	- Suitable style. - Few spelling or grammar errors. - Systematic & logical approach to the topic	- Suitable style. - Very few spelling or grammar errors.	- Poor writing
<b>Format/ Structure</b>	10	- Each section explicitly linked to the next part. The structure and flow of materials are clear. - Well-displayed	- Each section explicitly linked to the next part. The structure and flow of materials are clear. - Relatively well-displayed	- The structure is unclear and too messy - Poorly displayed	- No link between parts - Poorly displayed
<b>Reference</b>	20	Adequate reference	Relatively adequate reference	Inadequate reference	No reference
	100				

**NGƯỜI DUYỆT ĐỀ**

**TS. Võ Văn Tuấn**

*TP. Hồ Chí Minh, ngày 24 tháng 7 năm 2024.*

**GIẢNG VIÊN RA ĐỀ**



**ThS. Trần Quang Thiện**