

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 2023-2024**

**I. Thông tin chung**

Tên học phần:	Phát triển sản phẩm		
Mã học phần:	72MRKT40383	Số tin chỉ:	3
Mã nhóm lớp học phần:	233_72MRKT40383_01		
Hình thức thi: <b>Dự án/Đồ án/Bài tập lớn/Tiểu luận</b>	Thời gian làm bài:	<b>30</b>	Phút/ ngày
<input type="checkbox"/> Cá nhân	<input checked="" type="checkbox"/> Nhóm		
<b>Quy cách đặt tên file</b>	<i>Student ID_Student Name_233_72MRKT40383_01_Group Name_Final</i>		

Giảng viên nộp đề thi, đáp án bao gồm cả **Lần 1 và Lần 2 trước ngày 15/05/2024.**

**1. Formatting Guide**

- Assignment total length should be within 30 slides PowerPoint ( $\pm 10\%$ ),
- Individuals 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](mailto: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

<b>CLO</b>	<b>CLO Details</b>	<b>Assessment Methods</b>	<b>CLO weight in assessment component (%)</b>	<b>Question No.</b>	<b>Maximum Grade</b>	<b>Matching PLO/PI</b>
<b>(1)</b>	<b>(2)</b>	<b>(3)</b>	<b>(4)</b>	<b>(5)</b>	<b>(6)</b>	<b>(7)</b>
CLO1	Describe the composition of products, product lines and product sets; The importance of product management activities.	Group Project (with Presentation)	30%	1	3	ELO3 (S)
CLO2	Analyse, synthesize, measure and evaluate the product management situation to be able to propose appropriate strategies or solutions	Group Project (with Presentation)	30%	1	3	ELO4 (H)
CLO3	Successfully implement product management strategies and plans Proficient in business from analysis, planning, implementation and measurement Evaluate	Group Project (with Presentation)	20%	1	2	ELO5 (H)
CLO4	Show professional, serious, and highly disciplined behavior	Group Project (with Presentation)	20%	1	2	ELO10,11 (S)

### III. Assignment Requirement

#### 1. Topic

##### Context:

Identify a product that exists in other markets (not in Vietnam) that your group is planning to market in Vietnam. Your team is required to plan for the product marketing in Vietnam. Your plan should include the following:

- 1) Customer analysis: segmentation and target market
- 2) Market potential and predicted sales forecast
- 3) Develop the product strategy to be sold in Vietnam
- 4) Pricing, integrated marketing communication decisions and channel selection

All discussions must be supported and justified with published facts, published journal articles and references from credible sources. The group assignment must be written in a report format.

##### Report Requirement:

In this task, you will prepare a report and a presentation, covering:

**Task 1.** Introduction shall include brief discussion of the chosen product to be market in Vietnam.

Your discussion should contain a table clearly stating the chosen product in current reference country, price and pictures of the chosen product in Vietnam, the price, target market, pictures and versions to be market. (1 point)

**Task 2.** Identify the target segment(s) in Vietnam.

Your discussion should clearly identify the profile of customer segment(s).

E.g., customer segment 1 profile, customer segment 2 profile. (2 points)

**Task 3.** Analyze the market potential and predict sales forecast for your chosen product to market in Vietnam.

- Discuss the market potential in Vietnam. (1 point)
- Prepare a sales potential for the product, and a yearly sales forecast for the next 3 years. (1 point)

**Task 4.** Discuss the implementation of the core product strategy.

Discuss the pricing strategies proposed for the chosen product:

- Pricing based strategy(ies) (1 point)
- Pricing tactics (1 point)

**Task 5.** Discuss the implementation of the core product strategy.

Distribution strategies in Vietnam

- Channel strategy and Type of channel to be employed (1 point)
- Name all the channels to be used in Vietnam (1 point)

**Task 6.** Discuss the implementation of the core product strategy.

Identify the integrated marketing communication mix

- Communication objectives (1 point)

- Type of communication tools and Type of activities associated with each media and tool used (detail out the proposed activities) (1 point)

**Task 7.** References must be published/creditable references. Mark reduction applies to unverified sources references such as Wiki sources, MBA Skool, other organization slides/personal teaching materials i.e. MBATools, Blogspot.

All references must be cited in either APA OR Harvard Referencing standards (1 point)

### **Presentation requirements:**

- Form a group of 4-5 members. And present the report in class for 20 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 30 slides PowerPoint ( $\pm 10\%$ );
- 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\_233\_72MRKT40383\_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**

<b>Criteria</b>	<b>Weighting (%)</b>	<b>Very Good 8-10 pts</b>	<b>Good From 6 – under 8 pts</b>	<b>Average From 4 to under 6 pts</b>	<b>Poor Under 4</b>
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Presentation Time & Report Format	20%	<ul style="list-style-type: none"> <li>- Perfect timing</li> <li>- Slide Quality: Layout &amp; Visual clear and clean</li> <li>- The group works well, shares and supports each other</li> </ul>	<ul style="list-style-type: none"> <li>- Adequate Timing (<math>\pm 30</math> seconds)</li> <li>- Slide Quality: Layout &amp; Visual clear and clean</li> <li>- The group works well, shares and supports each other</li> </ul>	<ul style="list-style-type: none"> <li>- Too short or too long (<math>\pm 1</math> minute)</li> <li>- Slide Quality: Layout &amp; Visual averagely clear and clean</li> <li>- The group works well, shares and supports each other</li> </ul>	<ul style="list-style-type: none"> <li>- Finish abruptly (over <math>\pm 1</math> minute)</li> <li>- Slide Quality: Layout &amp; Visual unclear and unclean</li> <li>- The group works well, shares and supports each other</li> </ul>
Report Content	30%	<ul style="list-style-type: none"> <li>- Very well precise, scientific</li> <li>- Use numbers and academic researches for evidence</li> <li>- Sequence information and ideas logically and skillfully; coherent progression throughout</li> </ul>	<ul style="list-style-type: none"> <li>- Mostly precise, scientific, still produce occasional errors</li> <li>- Use numbers and academic researches for evidence, still lack of accuracy</li> <li>- Arrange information and ideas quite logically; clear progression throughout</li> </ul>	<ul style="list-style-type: none"> <li>- Some precise and scientific, may make some errors</li> <li>- Limited use numbers and academic researches for evidence information and ideas relatively logically</li> </ul>	<ul style="list-style-type: none"> <li>- Limited precise and scientific, make noticeable errors</li> <li>- No numbers and academic researches for evidence</li> <li>- Lacks structure and is difficult to follow.</li> </ul>
Understanding and Relating to Foundation Marketing Knowledge	20%	<ul style="list-style-type: none"> <li>- Have a deep understanding of foundation Marketing knowledge and could relate to those theoretical parts, linking</li> </ul>	<ul style="list-style-type: none"> <li>- Express quite clear and thorough understanding. Could relate to Marketing knowledge</li> </ul>	<ul style="list-style-type: none"> <li>- Express some understanding and basic application</li> </ul>	<ul style="list-style-type: none"> <li>- No understanding of foundation knowledge, no relation between theory and</li> </ul>

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

**Internal Verifier**



**MSc. Nguyễn Văn Tâm**

*Ho Chi Minh City, 20<sup>th</sup> May 2024*

**Lecturer**



**MSc. Trần Nguyễn Hải Ngân**