

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 2024-2025

I. Thông tin chung

Tên học phần:	Marketing Dịch Vụ		
Mã học phần:	72MRKT40263	Số tin chỉ:	3
Mã nhóm lớp học phần:	242_72MRKT40263_01		
Hình thức thi: Dự án/Đồ án/Bài tập lớn/Tiểu luận	Thời gian làm bài:	180	Phút/ ngày
<input type="checkbox"/> Cá nhân	<input checked="" type="checkbox"/> Nhóm		
Quy cách đặt tên file	72MRKT40263_Services Marketing_242_72MRKT40263_01_Group Name		

Giảng viên nộp đề thi, đáp án bao gồm cả **Lần 1 và Lần 2 trước ngày 06/04/2025.**

1. Formatting Guide

- Font: Times New Roman
- Size: 13
- Guidance for naming exam files: **72MRKT40263_Services
Marketing_242_72MRKT40263_01_Group Name**
- Type of Exam: Group Presentation and Group Report
- The representative of each group submits 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.

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	Analyze marketing management strategies through in-depth knowledge of service trade marketing to offer solutions to improve the effectiveness of marketing activities for businesses	Group Project (with Presentation)	50%	1	5	PI 4.3
CLO2	Effectively apply teamwork skills and independent working skills to develop yourself and perform work effectively	Group Project (with Presentation)	25%	1	2.5	PI 8.3
CLO3	Show professional style, sense of responsibility at work, comply with professional ethics, business ethics	Group Project (with Presentation)	25%	1	2.5	PI 10.1

III. Assignment Requirement

1. Topic: Build A Marketing Strategy for A New Service Project

Guide students to implement: Groups in class will conduct research, analysis, and evaluation of required elements related to their own projects and then develop them as a presentation presented to

the lecturer. The groups then are required to send the report (electronic file) to the lecturer according to the set time.

Assignment Tasks and Requirements:

- Type of Exam: Group Presentation and Group Report
- Submission format: Presentation file and Report file are presented professionally and use a professional and formal style
- Submission File: (Presentation & Report)
 - The cover page includes course code and name, assignment number and title, evaluator's name and full name(s) of participating student(s) and includes each student's "Student ID"
 - A content page with a list of all headings and page numbers (table of contents) is required
 - The main contents required:
 - Analysis of Customers, Competitors and PESTEL Models
 - STP Strategy
 - Establish and develop "7Ps Marketing Mix" Strategy
 - Provide Proposed Budget
 - Evaluation and Recommendation
- Ensure: "Authority" in the process of project making
- Note: Plagiarism is not acceptable. Students must cite all sources and enter information by paraphrasing, summarizing, or using direct citation. A "Failure" score is given when determining "Parasite" in a student's performance. There are no exceptions for intentional violations
- Your proofs/findings must be cited using the APA Citation Style.
- This test uses Times New Roman font, font size 13 and line spacing 1.5
- Word limit: None

2. Style and Formatting Guide

- Font: Times New Roman
- Size: 13
- Guidance for naming exam files: ***72MRKT40263_Services Marketing_242_72MRKT40263_01_Group Name***
- Type of Exam: Group Presentation and Group Report
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3. Grading and Rubric

Criteria	Weighting (%)	Very Good 8-10 pts	Good From 6.5 – under 8 pts	Average From 5 to under 6.5 pts	Poor Under 5
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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 (± 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 (± 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 ± 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.
Understanding and Relating to Foundation Marketing Knowledge	20%	<ul style="list-style-type: none"> - Have a deep understanding of foundation Marketing knowledge and could relate to those theoretical parts, linking them perfectly to real-life application 	<ul style="list-style-type: none"> - Express quite clear and thorough understanding. Could relate to Marketing knowledge with some demonstration on real-life application 	<ul style="list-style-type: none"> - Express some understanding and basic application 	<ul style="list-style-type: none"> - No understanding of foundation knowledge, no relation between theory and practical application.
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%	- Answer all questions correctly	- Answer all questions, still some errors	- Answer some questions	- Cannot answer
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Internal Verifier

Ho Chi Minh City, 20th March 2025

Lecturer



PhD. Trần Nguyễn Hải Ngân

MComm. Nguyễn Khánh Duy