

CFVG HANOI

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MASTER IN MARKETING SALES AND SERVICES

Specialized Master degree
awarded by



DRAMATIC ECONOMIC AND TECHNOLOGICAL DEVELOPMENTS HAVE CHANGED THE WAY CONSUMERS OBTAIN INFORMATION, MAKE DECISIONS, AND INTERACT WITH EACH OTHER AS WELL AS WITH COMPANIES. CFVG MASTER IN MARKETING SALES AND SERVICES (MMSS) OFFERS AN INNOVATIVE BLEND OF EXPERIENTIAL AND PROJECT-BASED TEACHING FORMATS THAT PREPARES OUR GRADUATES FOR THIS CHALLENGING MARKETING ENVIRONMENT.



MMSS helped me to consolidate my marketing knowledge after 10 years on field. My special achievement is the cutting-edge understanding on services marketing and sales Management, which really facilitate development of my advanced marketing career

*Nguyen Bao Linh (MMSS 5)
Marketing Services Manager,
Open Digital Australia.
Former Marketing Manager,
Global Technology Services
at IBM Vietnam*

A REAL OPPORTUNITY FOR SHAPING SUCCESS IN MARKETING



KEY FACTS

- **Duration: 18 months**
- **Part-time program**
- Specialized Master degree awarded by high-ranked ESCP Europe and prestigious IAE Paris, Panthéon Sorbonne University.
- Pioneering program that combines cutting-edge marketing expertises, practical approach and innovative leaning.
- A program taught by a world-class, up-to-date faculty.
- Strong professional network comprising various working levels in a wide range of business sectors.

SPECIALIZED MASTER DEGREE AWARDED BY 2 INTERNATIONAL RENOWNED ACADEMIC INSTITUTIONS



IAE PARIS, PANTHÉON SORBONNE UNIVERSITY

<http://www.iae-paris.com/en>

- The Sorbonne Graduate Business School: at the crossroad of academic excellence and corporate reality.
- A strong focus on Executive Education – 80% of students are business professionals.
- A full range of graduate business and management programs, with general (Bachelor, MBAs) and research-based.
- Excellent global outlook with various international programs, taught in Paris and thirteen other countries.
- About 800 international students welcome each year, and the close network of partnerships with foreign universities.

EUROPEAN MANAGEMENT SCHOOL (ESCP EUROPE)

<http://www.escpeurope.eu>

- 5 campuses in Europe (Paris, London, Berlin, Torino, Madrid)
- EQUIS, AMBA, AACSB Accredited.
- The World's First Business School (established in 1819)
- 100 academic alliances in Europe and the World.
- Regularly ranked among the World's best business schools.
- 40,000 active alumni in over 150 countries in the world.



Dr. Jean-Pierre Helfer
IAE Paris Panthéon - Sorbonne University
MMSS Scientific Director



Dr. Nathalie Prime
ESCP Europe
MMSS Scientific Director



The program provides me with a solid understanding of marketing concepts and management tools, focuses on the technical, analytical, and creative skills and know-how needed to understand how to satisfy customer needs in a way that is profitable and sustainable for companies and the community in today's competitive and globalized marketing environment.

Mr. Tuong Tuan Thong
CFVG MMSS, Intake 1
Founder, FTA Research Company



A great learning experience and a very practical business approach from which I have learnt a lot. I feel that my understanding in marketing and sales are sharper. You also get interesting experience during interaction with a great student group. Every one has something to contribute, which makes classes very enlightening

Ms. Phan Thi Minh Nga
CFVG MMSS, Intake 8
Hue College of Economics

PIONNEERING PROGRAM THAT COMBINES CUTTING-EDGE MARKETING EXPERTISES

14 CORE COURSES

1. Developing Marketing Management
2. Business Game: Markstrat
3. Consumer Behavior
4. Business to Business Marketing and Innovations
5. Marketing Intelligence
6. Data Analysis
7. Business Negotiations
8. Brand Management and Building Strong Brands
9. Retailing and Supply Chain Organization
10. Promoting and Advertising-Integrated Marketing Communication
11. Pricing Tactics: Cost-Based Procedures Versus Value-Pricing
12. Sales Organization and Management
13. Services and E-business Approach
14. The Marketing Plan: Efficiency and Control

24
Lecture Hours

taught by foreign professors cover the knowledge base of different marketing fields. Students will gain the latest expertise and form a powerful foundation for career advance.

6
Focus Hours

are delivered by leading professionals who bring to classes real-world projects with a rich source of practical ideas and perspectives.

COURSE SCHEDULING

1 week/ month

HANOI

- Thursday/Friday:
18h00 - 22h00
- Saturday/Sunday:
08h30 - 12h30
14h00 - 18h00

HCMC

- Monday to Friday:
17h45 - 21h15
- Saturday :
09h00 - 12h00
13h00 - 17h00

...WITH A PRACTICAL APPROACH
AND AN INNOVATIVE LEARNING
METHODOLOGY



2 WEEK STUDY TRIP IN PARIS

is a highlight of the program that put you in front of successful marketing practitioners in global business through company visits, professional workshops and networking events. This also opens the door to invaluable first-hand cultural experience in France and Europe.

CONSULTANCY PROJECT

By handling a project, built upon a concrete business issue, the student should apply their acquired knowledge and work closely with a real business problem to develop a solution.

PROFESSIONAL EVENTS

Networking events and workshops are organized very often in close cooperation with the business sector and marketing practitioners in Vietnam. They aim to provide the students with practical knowledge and information on specific marketing topics or business trends.



A PROGRAM TAUGHT BY A WORLD-CLASS ACADEMIC FACULTY...



IAE Pantheon Sorbonne

- **Damien Mourey**
Services and E-business
Approach
- **Jean-Pierre Helfer**
Consumer Behavior
- **Marc Diviné**
Business to Business
Marketing and Innovations
- **Marjolaine Matray**
Sales Organization and
Management
- **Géraldine Michel**
Brand Management and
Building Strong Brands
- **Ouidade Sabri**
Promoting and Advertising-
Integrated Marketing
Communication
- **Fabienne Berger-Remy**
Marketing Intelligence

ESCP Europe

- **Alain Oliver**
Marketing Plan
 - **Christian Michon**
Business Game
 - **Nathalie Prime**
Developing Marketing
Management
 - **Vincent Eurieult**
Business Negotiations
 - **Fédéric Jallat**
Pricing Tactics
 - **Fabrizio Zerbin**
Retailing and Supply Chain
Organization
- ### CFVG
- **Nguyen Chan**
Data Analysis
 - **Tu Van Binh**
Data Analysis

...AND HIGH-RANKED LOCAL MARKETING PROFESSIONALS

- **Douglas Kuo**
Managing Director of AAA
CEO Johnson&Johnson
- **Dang Thuy Ha**
Associate Director
Nielsen Hanoi
- **Doan Huu Nguyen**
Marketing Director
IDP and Jollibee
- **Ha Tuan Anh**
CEO
Vinalink
- **Helmut Ledl**
The International Management
Company
- **Nguyen Duc Son**
Strategic Director
Richard Moore Associates
- **Pham Van Tien**
Marketing Manager
Sanofi
- **Tu Van Thanh**
Head of Key Account
Management Samsung
- **Vanessa Ventura**
Business Director
Market-Edge Asia
- **Vu Duc Loi**
Regional Development Director
Unilever
- **Vu The Du**
Managing Director
Beautiful Mind Company HCMC

In MMSS program, we have a vision that our students should perform as a real marketing leader or professional. The program's international faculty members integrate academic rigor with a teaching approach that trains students to critically reflect and to analyze practical marketing-related business problems.

Dr. Nathalie Prime
ESCP Europe
MMSS Scientific Director



A MIX CLASS PROFILE ENABLING RICH LEARNING EXPERIENCES

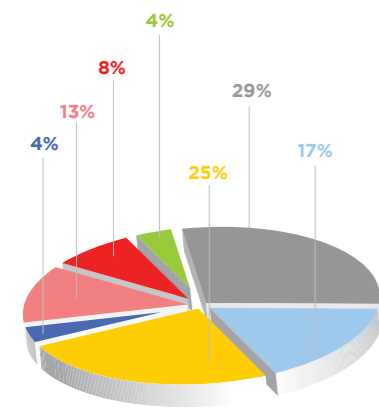
MMSS students are characterized by their high level of working experience from a diverse range of marketing backgrounds such as sales, retailing, branding, services, B2B... The program selection criteria encourage as a varied mix of profiles as possible to ensure that students enjoy a broad and balanced interaction of ideas and industrial insights in their group working.

STUDENT PROFILE 2013/2015

Average age: 29

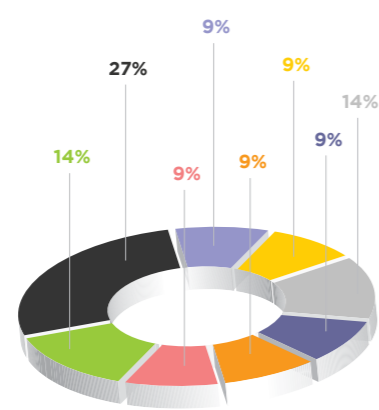
Working experience: 5,5 years

EDUCATION BACKGROUND



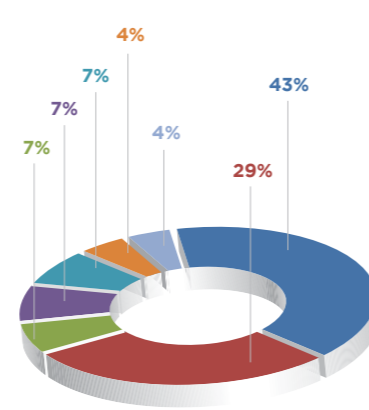
- Economy
- Engineering
- Foreign Languages
- Finance
- Other
- Marketing
- Science

INDUSTRY



- Whole Sale / Retail / Trade
- Other Manufacturing
- Education / Research / Sports
- Manufacturing / Food&Beverage
- Real Estate
- Media / Culture
- Information Technology
- Other

DEPARTMENT



- Marketing
- Sales
- Top Management
- Corporate Affairs
- Service
- Other
- Business Development

AMONG EMPLOYERS



BE EXPOSED TO A VALUABLE PROFESSIONAL NETWORK

Over 200 MMSS graduates hold a solid theoretical and practical background in specialized areas of marketing to master the challenges of up to date business management. They formed a group of professionals in selling, advertising, marketing, communicating, and/or promoting an organization's products and services...Through regular meetings, periodic workshops, networking events and individual career connection, they build a solid network for the long-term benefit of their careers.

They also belong to the CFVG's wider alumni community of over 2500 members from an excellent variety of sectors.

AND CHALLENGING CAREER PROSPECTS

A MMSS graduates have numerous career opportunities in variety of organizations such as Multinational companies, SMEs, Consulting firms... with typical roles including brand or product manager, market research analyst, new product manager, CRM manager, Sales manager, Marketing communications manager....

They are now very active in prestigious companies or organizations such as Abbott, Unilever, IBM, CoopMart, French Hospital, Techcombank, Vietcombank...

... THEN, JOIN A NETWORK OF SENIOR MARKETING PROFESSIONALS

Hoang Thanh Phong (MMSS 5)
Consumer Marketing Manager
Philips Electronics Vietnam Ltd.

Huynh Quang Vinh (MMSS 3)
Deputy General Director
An Giang Fruit - Vegetables & Foodstuff

Nguyen Thi Thanh Thuy (MMSS 5)
Modern Trade Director
Kimberly Clark Vietnam

Huynh Tran Nam (MMSS 3)
Marketing Manager
Jotun Paints (Vietnam) Co., Ltd

Le Thi Quynh Trang (MMSS 5)
Business Unit Director
Fresenius Kabi Company (Germany)

Nguyen Bao Linh (MMSS 5)
Marketing Service Managers
Open Digital Australia

Nguyen Diem Anh (MMSS 5)
Business Development Manager
ADN Communications Co.,Ltd

Nguyen Duc Hai (MMSS6)
Marketing Manager
French Hospital Hanoi

Nguyen Gia Anh Vu (MMSS 3)
Sale Director
FrieslandCampina Vietnam

Nguyen Tien Dung (MMSS 6)
Director
Coopmart Hanoi

Nguyen Vinh Hao (MMSS 2)
Commercial Operation Manager
COCA COLA Vietnam

Pham Van Tien (MMSS 1)
Marketing Manager
Sanofi-Aventis

Tran Thi Ha (MMSS 6)
Sales & Marketing Manager
MCB Vietnam Company Limited

Tuong Tuan Thong (MMSS 1)
Managing Director
FTA Market Research Vietnam

*TUITION FEE

- CFVG's programs are partly subsidized by the French Ministry of Foreign Affairs and Vietnam Ministry of Education and Training.
- **191,100,000 VND** excluding the expense for a compulsory study trip in Paris
- Tuition fee is payable in 4 installments.



To apply for MMSS program, you must complete the online application form at: www.ecampus.cfv.org

To process your application we require:

- A printed version of your fully completed online application form.
- A detailed résumé
- A cover letter
- At least one recommendation letter
- Certified copies of degrees & transcripts
- 1,050,000 VND for the registration fee (non refundable)

Admission process:

- March: Start online pre-application at: www.ecampus.cfv.org
- June: Application Deadline
- July: Selection Interview
- October: Program Opening

ENTRY REQUIREMENT

The program is intended for business professionals with a strong interest in marketing and sales. They have work for 2-5 years, with a solid business background and can show a good academic base to succeed in the program. Participants are expected to be ambitious, intelligent, personable and dedicated to their profession. They should have a strong motivation for professional enrichment and career advancement in marketing fields such as marketing management, product/brand management, market research, media planning, advertising strategy....

** Tuition fee is valid for 2014, and may change from 2015*

ABOUT CFVG

French Vietnamese Center for Management Education (CFVG) is founded in 1992 by the Vietnamese government (Ministry of Education and Training) and the French government (Ministry of Foreign Affairs) in Vietnam, and is operated by the CCI Paris Ile-de-France at National Economics University in Hanoi and University of Economics in Ho Chi Minh City.



OVER 20 YEARS OF SUCCESS IN VIETNAM, CFVG NOW PLAYS A LEADING ROLE IN MANAGEMENT EDUCATION IN VIETNAM WITH:

CENTERS

Hanoi: National Economics University
HCMC: University of Economics Ho Chi Minh City

DIVISIONS

MBA, Specialized Masters (Finance/Marketing), Executive Education & PhD program

COURSES

taught by international professors

NEW

students / year

CURRENT

students / year

ALUMNI

AROUND
2
4
100
300
610
2500+

MEMBER OF EFMD

Since 2008, CFVG became a member of European Foundation for Management Development (EFMD), an recognized globally accreditation body of quality in management education, based in Brussels, Belgium.

MEMBER OF PRME

CFVG is a signatory of PRME (Principles for Responsible Management Education), an initiative which promotes and inspires responsible management education and research in academic institutions around the globe.