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.
A REAL OPPORTUNITY
FOR SHAPING SUCCESS
IN MARKETING

KEY FACTS
• Duration: 18 months
• Part-time program

• Specialized Master program
delivered by high-ranked
ESCP Europe and prestigious
IAE Paris, Panthéon Sorbonne
University.
• Pioneering program
that combines cutting-edge
marketing expertise, practical
approach and innovative
learning.
• 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
PROGRAM DELIVERED BY
2 INTERNATIONAL RENOWNED
ACADEMIC INSTITUTIONS

IAE PARIS, PANTHÉON
SORBONNE UNIVERSITY

http://www.iae-paris.com
• 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, MBA) 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.escp-europe.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. Nguyen Tien Dung
CFVG MMSS, Intake 6
Director of COOPXTRA, SAIGON CO.OP

14 Core courses
1. Developing Marketing Management in the Global Market Place
2. Business Game: Markstrat
3. Services, E-business Approach and Digital Economy
4. Consumer Behavior, the Digital Buyer
5. Marketing Intelligence: How to Improve Qualitative and Quantitative Studies in a Digital World
6. Data Analysis
7. Business Negotiations
8. Pricing Tactics: Cost-Based Procedures Versus Value-Pricing
10. Retailing and Supply Chain Organization
11. Promoting and Advertising - Integrated Marketing Communication in a Digital Era
12. Sales Management, Digital Tools and Organization
13. Brand Management and Building Strong Brands
14. Marketing Planning and Control in a Digital World

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.

COACH SCHEDULING
1 week/month

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

HCMC
Monday to Friday: 18h00 - 21h30
Saturday:
09h00 - 12h00
13h00 - 17h00

PIONNEERING PROGRAM THAT COMBINES CUTTING-EDGE MARKETING EXPERTISES
...WITH A PRACTICAL APPROACH AND AN INNOVATIVE LEARNING METHODOLOGY

2-WEEK INTERNATIONAL SEMINAR 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.
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
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 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 2016-2018
Average age: 28
Working experience: 4 years and above

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 graduate has numerous career opportunities in a 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 Abbart, 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

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

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

Huykh Tran Nam (MMSS 3)
Marketing Manager
Joan Paints (Vietnam) Co., Ltd

La Thi Quyen Trang (MMSS 5)
Business Unit Director
Presenius Kibo Company (Germany)

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

Nguyen Van Phuong (MMSS 8)
Director
Sage Brand and Communication Academy

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

Nguyen Tien Dung (MMSS 6)
Director
Coopmart Hanoi

Nguyen Vinh Hao (MMSS 3)
Commercial Operation Manager
COCA COLA Vietnam

Tran Huu Dat (MMSS 8)
Regional Sales Manager

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

Nguyen Van Phuong (MMSS 8)
Director
Sage Brand and Communication Academy
ENTRY REQUIREMENT

The program is intended for business professionals with a strong interest in marketing and sales, good proficiency in English. They have worked for 3-5 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

- CFVG's programs are partly subsidized by the French Ministry of Foreign Affairs and Vietnam Ministry of Education and Training.
- Tuition fee is payable in 4 installments.

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.cfvg.org
June: Application Deadline
July: Selection Interview
October: Program Opening

ABOUT CFVG

French-Vietnamese Center for Management Education (CFVG) was 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 Ho Chi Minh City in Ho Chi Minh City.

OVER 25 YEARS OF SUCCESS IN VIETNAM, CFVG NOW PLAYS A LEADING ROLE IN MANAGEMENT EDUCATION IN VIETNAM WITH:

Around

2 Centers
Hanoi: National Economics University
HCMC: 91, Ba Thang Hai str., Dist.10

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

100 Courses
Taught by international professors/year

300 New Students / year

610 Current Students / year

3000 Alumni

CFVG is a non-profit association of engineering schools, management schools and higher education institutions offering other specialties. Its members also include companies, alumni associations and organisations.

With CGE accreditation, CFVG has advantage to promote the school nationally and internationally, develop international training courses and research and realize its vision to become a real "Grand Ecole" in Asia in the future.

Member of EFMD

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