

# MASTER IN MARKETING SALES & SERVICES



## CFVG HANOI

Building 5 & D2, National Economics University  
207 Giai Phong Rd., Tran Dai Nghia St.,  
Tel [84-4] 3 869 10 66  
Fax [84-4] 3 869 17 93

## CFVG HOCHIMINH CITY

91, Ba Thang Hai str., Dist.10, HCMC  
Tel [84-8] 3830 01 03  
Fax [84-8] 3830 01 14

info@cfvg.org  
[www.cfvg.org](http://www.cfvg.org)





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 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 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, 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. Nguyen Tien Dung**  
CFVG MMSS, Intake 6  
Director of COOPXTRA,  
SAIGON CO.OP

## PIONNEERING PROGRAM THAT COMBINES CUTTING-EDGE MARKETING EXPERTISES

**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
9. Business to Business Marketing Management and Innovations
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.

**COURSE  
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



# ...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.







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

## INTERNATIONAL PROFESSORS

**Damien Mourey**  
IAE Paris Sorbonne, France

**Fabienne Berger-Remy**  
IAE Paris Sorbonne, France

**Géraldine Michel**  
IAE Paris Sorbonne, France

**Jean-Pierre Helfer**  
IAE Paris Sorbonne, France

**Marc Diviné**  
IAE Paris Sorbonne, France

**Marjolaine Matray**  
IAE Paris Sorbonne, France

**Ouidade Sabri**  
IAE Paris Sorbonne, France

**Alain Oliver**  
ESCP Europe

**Annalisa Fraccaro**  
ESCP Europe

**Fabrizio Zerbini**  
ESCP Europe

**Frank Jacob**  
ESCP Europe

**Nathalie Prime**  
ESCP Europe

**Robert Wilken**  
ESCP Europe

**Nguyen Chan**  
CFVG, Vietnam

**Tu Van Binh**  
CFVG, Vietnam

# ...AND HIGH-RANKED LOCAL MARKETING PROFESSIONALS

**Douglas Kuo**  
Managing Director of AAA  
CEO Jonhson&Jonhson

**Dang Thuy Ha**  
Associate Director  
Nielsen Hanoi

**Doan Huu Nguyen**  
Marketing Director  
IDP and Jollibee

**Huynh Tran Nam**  
Marketing Director  
Jotun Paints Vietnam

**Tran Ngoc Dung**  
CEO  
Intage Japan

**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

**Nguyen Vinh Hao**  
Commercial Operation Manager  
Coca Cola Vietnam

**Vanessa Ventura**  
Business Director  
Market-Edge Asia

**Vu Duc Loi**  
Regional Development Director  
Unilever

**Vu The Du**  
Managing Director  
Beautiful Mind Company HCMC

**Le Quoc Vinh**  
Chairman  
Le Group

**Nguyen Van Vu**  
CEO  
Kone Vietnam

*"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

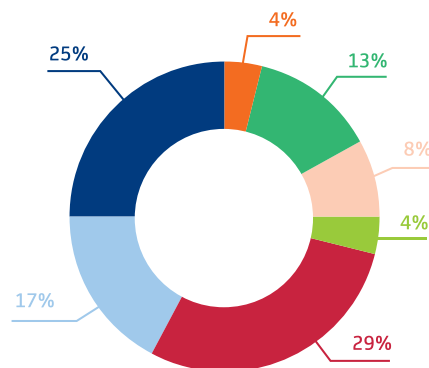
MMSS students are characterized by their high level of working experience from a diverse range of marketing backgrounds such as sales, retailing, branding, services, B2B... The program selection criteria encourage as a varied mix of profiles as possible to ensure that students enjoy a broad and balanced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

## STUDENT PROFILE 2016-2018

Average age: 28

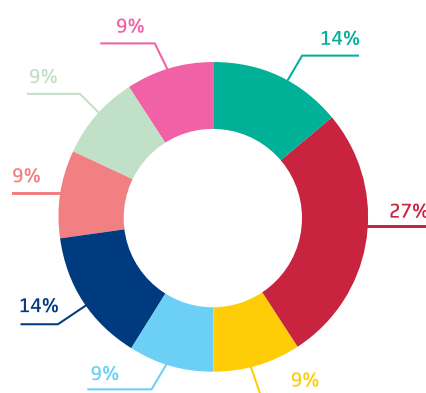
Working experience: 4 years and above

### EDUCATION BACKGROUND



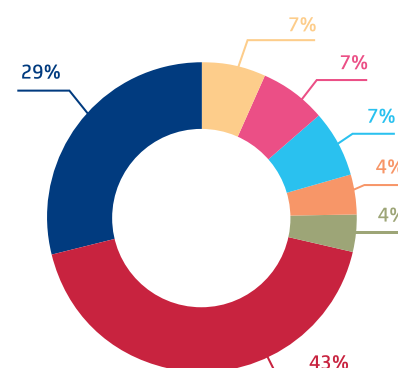
- Economy
- Engineering
- Foreign Languages
- Finance
- Other
- Marketing
- Science

### 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 Van Viet (MMSS 8)**  
Country Operation Manager  
Sell Vietnam Co. Ltd.

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

**Tran Thi Chi (MMSS 7)**  
Brand Manager  
Golden Gate Group

**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 Huu Dat (MMSS 8)**  
Vinatab - Philip Morris Ltd.  
Regional Sales Manager

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

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



## \*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 apply for MMSS program, you must complete the online application form at:

[www.cfv.org](http://www.cfv.org)

Support line:

Hanoi: 0913 716 818  
HCMC: 0909 054 696

### 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.cfv.org](http://www.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, 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...

## 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**

### 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.

### CGE Accreditation

Since December 1, 2015, CFVG is officially accredited by The Conférence des Grandes Écoles (CGE), which 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.