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 PREPARE 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 prestigious ESCP Europe Business school and IAE Paris, Sorbonne Business school.
• Pioneering program that combines cutting-edge marketing expertise, practical approach and innovative leaning.
• A program taught by a world-class and multicultural faculty.
• Strong professional network comprising a wide range of business sectors.

SPECIALIZED MASTER PROGRAM DELIVERED BY
2 INTERNATIONAL RENOWED ACADEMIC INSTITUTIONS

IAE PARIS, SORBONNE BUSINESS SCHOOL
www.iae-paris.com
• The Sorbonne 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 13 other countries.
• About 800 international students welcomed each year, and close network of partnerships with foreign universities.

ESCP EUROPE, EUROPEAN SCHOOL OF MANAGEMENT
www.escpeurope.eu
• 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.

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

Prof. 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

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

PIONNEERING PROGRAM THAT COMBINES CUTTING-EDGE MARKETING EXPERTISES

1. Developing Marketing Management in the Global Market Place
2. Business Game
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

Core courses
Lecture Hours
Focus Hours
1 week/ month

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

HCMC
Monday to Friday:
18h00 - 21h30
Saturday:
09h00 - 12h00
13h30 - 17h00
...WITH A PRACTICAL APPROACH AND AN INNOVATIVE LEARNING METHODOLOGY

2-WEEK INTERNATIONAL SEMINAR IN PARIS

is a highlight of the program that puts you in front of successful marketing practitioners in global business through company visits, professional workshops and networking events. It 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, students 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 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

...AND HIGH-RANKED LOCAL MARKETING PROFESSIONALS

Douglas Kuo  
Manager Director of AAA  
CEO Johnson & Johnson

Dang Thuy Ha  
Associate Director  
Nielsen Hanoi

Doan Huy Nguyen  
Marketing Director  
IDP and Jollibee

Huy Nh 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  
The Group

Nguyen Van Vu  
CEO  
Kone Vietnam

A PROGRAM TAUGHT BY A WORLD-CLASS MULTICULTURAL ACADEMIC FACULTY

INTERNATIONAL PROFESSORS

Alain Olivier  
ESCP Europe

Annalisa Fraccaro  
ESCP Europe

Damien Mourey  
IAE Paris Sorbonne, France

Fabienne Berger-Remy  
IAE Paris Sorbonne, France

Fabrizio Zerbini  
ESCP Europe

Frank Jacob  
ESCP Europe

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

Nathalie Prime  
ESCP Europe

Nguyen Chan  
CFVG, Vietnam

Ouidad Sabri  
IAE Paris Sorbonne, France

Robert Willen  
ESCP Europe

Tu Van Binh  
CFVG, Vietnam

Tu Van Thanh  
Head of Key Account Management  
Samsung

Vu The Du  
Managing Director  
Beautiful Mind Company HCMC

Le Quoc Vinh  
Chairman  
The Group

Nguyen Van Vu  
CEO  
Kone Vietnam
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 to ensure that students enjoy a broad and balanced interaction of ideas and industrial insights in their group working, market research.

STUDENT PROFILE
Average age: 28
Working experience: 4 years and above

Over 480 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 form 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 3500 members from an excellent variety of sectors.

... AND CHALLENGING CAREER PROSPECTS

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

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

... 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, Jetun Paints (Vietnam) Co., Ltd
- La Thi Quynh Trang (MMSS 5): Business Unit Director, Fresenius Kabi Company (Germany)
- Nguyen Dinh Anh (MMSS 5): Business Development Manager, ADI Communications Co., Ltd
- Tran Thi Chi (MMSS 7): Brand Manager, Golden Gate Group
- Nguyen Gia Anh Vu (MMSS 3): Sales 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): Vinataba - Philip Morris Ltd 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 and at least a Bachelor degree. 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 management, market research, media planning, advertising strategy, etc.

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.

OVER 25 YEARS OF SUCCESS, 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/Supply Chain), Executive Education & PhD program

100 Courses
Taught by international professors/year

350 New Students / year
650 Current Students / year
3500+ Alumni

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

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.

Member of EFMD
Since 2008, CFVG became a member of the 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.