

MASTER IN MARKETING SALES & SERVICES



CFVG HANOI

Building A1, National Economics University
207 Giai Phong Rd., Tran Dai Nghia St.,
Tel [84-24] 3 869 10 66
Fax [84-24] 3 869 17 93

CFVG HOCHIMINH CITY

91, Ba Thang Hai str., Dist.10, HCMC
Tel [84-28] 3830 01 03
Fax [84-28] 3830 01 14

info@cfvg.org
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 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 RENOWNED 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, MBAs) 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

- 6 campuses in Europe (Paris, London, Berlin, Torino, Madrid, Warsaw)
- 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

PIONNEERING PROGRAM THAT COMBINES CUTTING-EDGE MARKETING EXPERTISES

14 
Core courses

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
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 which forms a powerful foundation for career advancement.

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

13h30 - 17h00

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

2-WEEK INTERNATIONAL SEMINAR IN PARIS

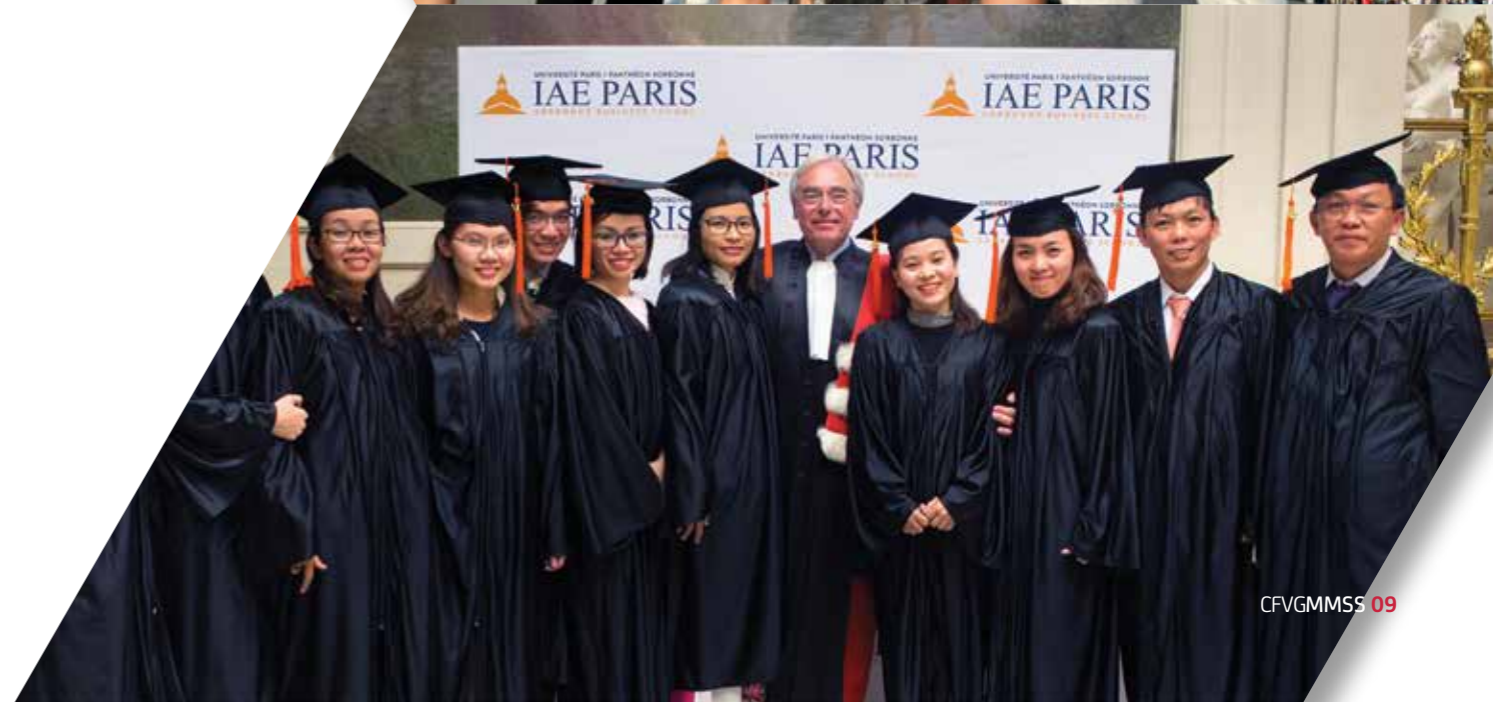
is a highlight of the program that puts you in front of successful marketing practitioners in global business through company visits, professional workshops and networking events. It also opens the door to invaluable first-hand cultural experience in France and Europe.

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.





A PROGRAM TAUGHT BY A WORLD-CLASS MULTICULTURAL ACADEMIC FACULTY

INTERNATIONAL PROFESSORS

Alain Oliver
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

Ouidade Sabri
IAE Paris Sorbonne, France

Robert Wilken
ESCP Europe

Tu Van Binh
CFVG, Vietnam

...AND HIGH-RANKED LOCAL MARKETING PROFESSIONALS

"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

Douglas Kuo
Managing Director of AAA
CEO Johnson & Johnson

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



A MIX CLASS PROFILE ENABLING RICH LEARNING EXPERIENCES

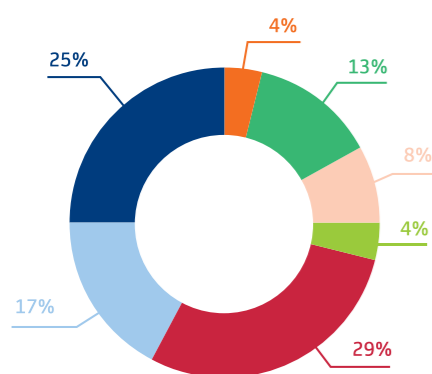
MMSS students are characterized by their high level of working experience from a diverse range of marketing backgrounds such as sales, retailing, branding, services, B2B... The program selection criteria encourage a varied mix of profiles to ensure that students enjoy a broad and balanced interaction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

STUDENT PROFILE

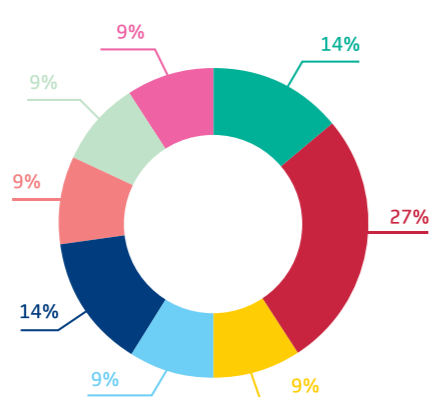
Average age: 28

Working experience: 4 years and above

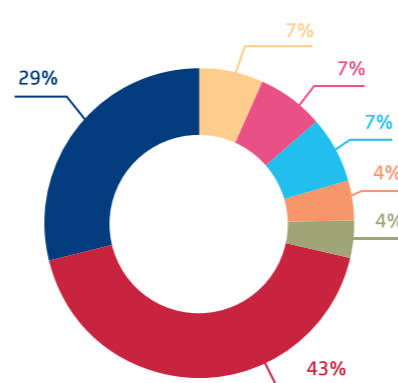
EDUCATION BACKGROUND



INDUSTRY



DEPARTMENT



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

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

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

BE EXPOSED TO AN EXCEPTIONAL PROFESSIONAL NETWORK...

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 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
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)
Vinataba - 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

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

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 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/brand management, market research, media planning, advertising strategy, etc.

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

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 specialities. Its members also include companies, alumni associations and organisations.