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## MASTER IN MARKETING SALES AND SERVICES

Specialized Master degree  
awarded by



**CFVG** **MMSS**  
Master in Marketing  
Sales and Services

▶

**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.**

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▶ *Since, I have joined CFVG (MMSS) I had more professional knowledge and skills to get more achievements. Besides, I had more opportunities to fulfill my dream, with more quality relationship at CFVG alumni and other CFVG's activities.*

Nguyen Tien Dung  
CFVG MMSS, Intake 6  
SAIGON CO.OP (2002-Present)  
Director of COOPXTRA  
Former Regional Director of  
CO.OPMART (northern market,  
supermarket format)

▶



## A REAL OPPORTUNITY FOR SHAPING SUCCESS IN MARKETING

## 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.

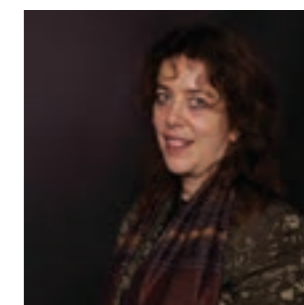
### EUROPEAN SCHOOL OF MANAGEMENT (ESCP EUROPE)

<http://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.



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



Dr. Nathalie Prime  
ESCP Europe  
MMSS Scientific Director

### 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.
- International seminars in Paris, France



Learning compatible sales/marketing/service courses, practice real business cases, build productive business networking, as well as improve managerial skills/capacity, those are all important aspects/ outcomes that I have collected during intake of Master of Marketing, Sales and Service at CFVG

Pham Minh Tri  
CFVG MMSS, Intake 8  
Category Management Lead  
Microsoft



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

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:  
18h00 – 21h30
- 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
- **Fabienne Berger-Remy**  
Marketing Intelligence
- **G raldine Michel**  
Brand Management and Building Strong Brands
- **Jean-Pierre Helfer**  
Consumer Behavior
- **Marc Divin **  
Business to Business Marketing and Innovations
- **Marjolaine Matray**  
Sales Organization and Management
- **Ouidade Sabri**  
Promoting and Advertising-Integrated Marketing Communication

## ESCP Europe

- **Alain Ollivier**  
Marketing Plan
- **Annalisa Fraccaro**  
Business Game
- **Fabrizio Zerbini**  
Retailing and Supply Chain Organization
- **Frank Jacob**  
Business Negotiations
- **Nathalie Prime**  
Developing Marketing Management
- **Robert Wilken**  
Pricing Tactics

## CFVG

- **Nguyen Chan**  
Data Analysis
- **Tu Van Binh**  
Data Analysis

# ...AND HIGH-RANKED LOCAL MARKETING PROFESSIONALS

- |   |   |  |
|---|---|--|
| ▪ <b>Douglas Kuo</b><br>Managing Director of AAA<br>CEO Jonhson&Jonhson | ▪ <b>Helmut Ledl</b><br>The International Management<br>Company               | ▪ <b>Vanessa Ventura</b><br>Business Director<br>Market-Edge Asia      |
| ▪ <b>Dang Thuy Ha</b><br>Associate Director<br>Nielsen Hanoi            | ▪ <b>Nguyen Duc Son</b><br>Strategic Director<br>Richard Moore Associates     | ▪ <b>Vu Duc Loi</b><br>Regional Development Director<br>Unilever       |
| ▪ <b>Doan Huu Nguyen</b><br>Marketing Director<br>IDP and Jollibee      | ▪ <b>Pham Van Tien</b><br>Marketing Manager<br>Sanofi                         | ▪ <b>Vu The Du</b><br>Managing Director<br>Beautiful Mind Company HCMC |
| ▪ <b>Huynh Tran Nam</b><br>Marketing Director<br>Jotun Paints Vietnam   | ▪ <b>Tu Van Thanh</b><br>Head of Key Account<br>Management Samsung            | ▪ <b>Le Quoc Vinh</b><br>Chairman<br>Le Group                          |
| ▪ <b>Tran Ngoc Dung</b><br>CEO<br>Intage Japan                          | ▪ <b>Nguyen Vinh Hao</b><br>Commercial Operation Manager<br>Coca Cola Vietnam | ▪ <b>Nguyen Van Vu</b><br>CEO<br>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

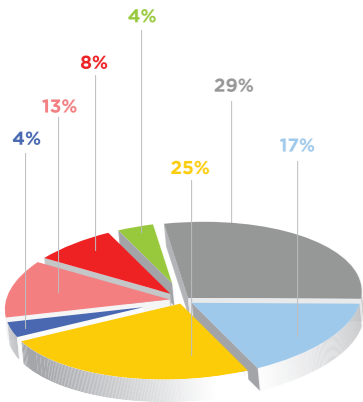
# A MIX CLASS PROFILE ENABLING RICH LEARNING EXPERIENCES

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 2013/2015

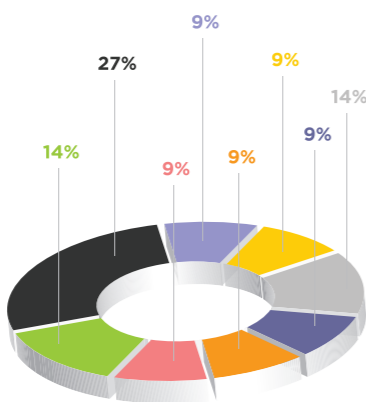
Average age: 29  
Working experiece: 5,5 years

EDUCATION BACKGROUND



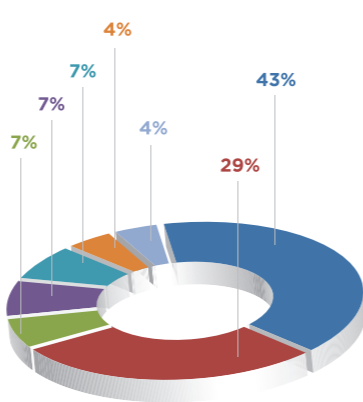
- Economy
- Engineering
- Foreign Languages
- Finance
- Other
- Marketing
- Science

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

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

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

Nguyen Van Viet (MMSS 8)  
Country Operation Manager  
Sell Vietnam Co.Ltd.,

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

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

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.

## 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.



To apply for MMSS program, you must complete the online application form at: [www.cfv.org](http://www.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.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. 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....

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

### MEMBER OF



AROUND  
 2  
 4  
 100  
 300  
 610  
 2500+