

MASTER IN MARKETING AND SALES



CFVG **MMS**
Master in Marketing and Sales



UNIVERSITÉ PARIS 1 PANTHÉON SORBONNE
IAE PARIS
SORBONNE BUSINESS SCHOOL

CENTRE FRANCO-VIETNAMEIEN DE FORMATION À LA GESTION



CFVG (Centre Franco-Vietnamien de Formation à la Gestion) is a leading school of business in Vietnam, founded through cooperation between the French and Vietnamese governments in 1992



With internationally accredited programs, a strong academic network and partnerships with top European business schools, CFVG offers high-quality MBA, Specialized Master and PhD degrees



Its focus on innovation, global exposure, and practical learning has positioned CFVG as a premier choice for professionals seeking world-class management education in Vietnam.

02

Campus in Hanoi & Ho Chi Minh city

300

New students per year

5500+

Alumni members

04

Division MBA
Specialized Master, PhD,
Executive programs

20+

Global partners

MEMBER OF



CCI PARIS ILE-DE-FRANCE



IAE PARIS SORBONNE BUSINESS SCHOOL PARIS 1 PANTHÉON-SORBONNE UNIVERSITY



Associated with Paris 1 Panthéon-Sorbonne University, Sorbonne Business School is a benchmark, with a strong and prestigious heritage in management science education and research in France and internationally.



It offers high-quality programs in management, finance, marketing, and executive education, blending academic excellence with professional relevance. The school is known for its close ties to industry, strong research output, and a long tradition of training responsible, innovative leaders.



Its programs attract students and professionals from around the world who seek a rigorous and internationally respected business education rooted in the Sorbonne heritage.

IAE- France

membership

2800+

students

05

Palms of Excellence
by Eduniversal
(highest distinction)

45+

training programs

1900+

executives are
trained each year





ARTFUL MARKET THINKING

WHY TO CHOOSE OUR MASTER IN MARKETING AND SALES PROGRAM?

- A flexible study schedule designed to deepen your academic knowledge and expertise in marketing and sales
- An international exposure to prepare you at best to be an international expert
- Studying management through a learning-by-doing method
- Developing soft-skills through comprehensive and creative modules



Prof. Jean-Pierre Helfer
Scientific Director
IAE Paris Sorbonne Business School

“ Yesterday, twenty years ago, this master’s programme was created through a collaboration between the prestigious Sorbonne University in Paris, the CFVG, and the two most renowned economics universities in Vietnam.

Today, the programme focuses on digitalisation, artificial intelligence, sustainability, and business development, taught by expert professors from Europe, France, and Vietnam. It now counts hundreds of alumni and marketing managers working across all sectors of the Vietnamese and international economies.

Tomorrow, it will continue to grow with you. I look forward to meeting you.”



Program Structure

TOTAL 60 ECTS CREDITS

| | |
|------------|---|
| M1 | Consumer Behavior, the Digital Buyer |
| M2 | Marketing analytics |
| M3 | Developing Marketing Management in the Global Market Place |
| M4 | Services, E-business Approach and Digital Economy |
| M5 | Brand management and building strong brands |
| M6 | Business to Business Marketing Management and innovations |
| M7 | Data Analysis |
| M8 | Promoting and Advertising - Integrated Marketing Communication in a Digital Era |
| M9 | Pricing Tactics: Cost-Based Procedures Versus Value-Pricing |
| M10 | Business negotiation |
| M11 | Retailing and Supply Chain Organization |
| M12 | Marketing Intelligence: How to Improve Qualitative and Quantitative Studies in a Digital World |
| M13 | Sales Management, Digital Tools and Organization |
| M14 | Business Game Consultancy Project Defense |

- Distinguished faculty from France and Vietnam, combining Europe an academic excellence with practical expertise in marketing.
- Focus hours: a dedicated time for students to dive deep into specific topics, practice skills, and engage in interactive learning with guidance from industry experts.
- Program delivered in English.
- Duration: 18 months including a mandatory business trip to Paris.



EXPERIENCE MARKETING IN PARIS

- Immersive academic sessions at Sorbonne Business School, offering advanced insights into marketing, consumer behavior, and digital strategy.
- Company visits to leading French and international firms, providing real-world perspectives on European marketing practices.
- Cultural and professional exposure in one of the world's most vibrant business and creative capitals.
- Networking opportunities with professors, industry experts, and international students.
- Hands-on learning activities, case discussions, and field observations that enrich students' global mindset and practical

...AND ENJOY OUR CFVG ALUMNI NETWORK

- A powerful, diverse community of professionals, managers, and leaders across industries in Vietnam and abroad.
- Exclusive access to career opportunities, mentorship, and industry insights shared within the alumni network.
- Continuous learning through seminars, workshops, and events led by experts and partner institutions.
- Stronger professional visibility by connecting with influential alumni, expanding partnerships, and opening doors to new collaborations.



HOW TO APPLY?

1

Online Application

www.cfv.org

2

Personal Interview

To understand your motivation,
your personality and profile

3

Admission Results

Up to 2 weeks after interview

Contact us

CFVG - French-Vietnamese Center for Management Education

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