

The Master in Marketing and Advertising



Boost your career in marketing, sales and customer service

The Master in Marketing and Advertising



We are proud to launch the next intake of **the only truly practical and business oriented** program in Marketing Management. This course has been offered in Ho Chi Minh City for more than 5 years, graduating more than 200 marketing professionals.

Marketing, customer relationships, advertising and business communication are the keystones of a long term sustainable business and the needed ingredient of short term company performance. They should be managed in a professional way, with a great deal of creativity and with a clear view of customer perceived value.

The Master in Marketing & Advertising (major in Marketing Management) is designed to **prepare managers from the private sector to better manage the marketing**, commercial and communication functions in order to be more competitive in the market economy.

This program is operated by the Solvay Brussels School of Economics and Management (Université Libre de Bruxelles) in partnership with Ho Chi Minh City Open University.



Who should attend ?



A



Candidates must have a university degree and show solid English skills. They should be working in commercial and customer services or taking marketing and business communication positions. They can also be marketing consultants, business owners or general managers. All must demonstrate **maturity and professional experience** (minimum 2 years).

B



Candidates must have **a clear interest for boosting their career in marketing** regardless of their current occupation. Ambition, ability to communicate with others, creativity and leadership potential are the qualities we are looking for.

C



This program will enable participants to acquire top level knowledge from 100% Western professors and experts. Students (max 45 carefully selected) will become better in their jobs and **increase the overall level of professionalism of their company.**



I really appreciated the practical aspects of the lectures. I felt like I could apply everything I heard in the class to my daily dealings in my work, with my clients as well as with my management and colleagues. After a year of learning, I was amazed by the progress I made already. And not only me, also the management of my company!

Nguyen Huy Tan (alumni, intake 2)
Director
Mindshare





Solvay Brussels School is considered a top-notch business school in Belgium. I know that employers seeking new talents compete to hire these students, even before graduation. In Vietnam, the school has reached the same standard, which explains why we have been keen to recruit several of these students in Unilever Vietnam.



An Bellemans
Vice President Personal Care and Media
Unilever Vietnam



The Content

The Master in Marketing and Advertising (major in marketing management) consists of a total of 324 hours of evening or weekend classes (6:00 till 9:00 p.m. or weekend daytime), spread over a 22 months period.

The program is split into 3 modules

1. Knowing and Understanding Marketing Fundamentals (144 hrs)

• Strategic Marketing Management

Strategic Marketing Management : This introductory course is designed to present the basic concepts of marketing management and to offer a conceptual framework needed to integrate the MMA programme. Based on current challenges faced by marketing managers in Vietnam and overseas, it goes deep into the heart of a marketing process as it should be in our times. Contemporary customer behaviors, segmentation criteria, targeting strategies, positioning ideas and strategic differentiation will be closely examined.

• Business and Marketing Planning

Business & Marketing Planning will offer the main planning & control tools widely used in marketing management. It will bring students very practical models allowing to prepare new product launches, to manage current multi-product portfolio planning, etc. The course will also distinguish between pure marketing planning and overall business planning and will show how multinational companies undergo their marketing budgeting cycles.

• Management Accounting and Control Systems

Management Accounting & Control Systems : This introductory course is needed to master the essential elements of planning, budgeting & control used by marketing managers in their day-to-day operations. Starting by a review of basic "accounting for non accountants" principles, the course, taught by a MNC professional controller, focuses on the use of adequate key performance indicators used by marketing specialists.



- **Market Research, Customer Behavior and Competitive Intelligence**

Market Research, Customer Behavior and Competitive Intelligence will focus on finding and analysing market information from the marketing manager's perspective more than from the researcher's perspective. Today the marketing manager's problem is more to detect relevant information than only finding it. This means having a clear view on what information is really necessary, then detecting valid primary sources before deciding to lead a proprietary market research.

- **Building and Managing Brands**

Building and Managing Brands is of course a topic of first importance to marketers of B2C businesses but also today in B2B. Branding has changed. It has become a strategic element of the marketing value proposition. Moreover, brands are not managed as before. Competition for customer and user attention is tremendous and brand management now integrates new visibility tools leading to the new concept of reputation management.

- **Sales and Customer Relationship Management**

Sales & Customer Relationship Management will show how traditional sales skills have evolved toward a sophisticated marketing function linked to strategic goals. Also, this course will distinguish between the sales task (quite short term) and customer relationship management (long term oriented). It will also show how the introduction of IT has offered new information tools helping sales and marketing managers to better follow key accounts and individual customers.

2. Becoming a Top Level Marketing Manager (180 hrs)

- **Global Political and Economical Market Environment**

Global Political and Economical Market Environment: The course will focus on the major geopolitical forces shaping the world in this beginning century. This international geopolitical and economical landscape must be well understood by marketing managers as the business environment evolves at an extremely rapid pace in an ever changing global market place.

- **Advertising, PR and Business Communication**

Advertising, PR and Business Communication will confront students with the need to conduct integrated 360° communication campaigns using various tools in a synergetic way. The course will also emphasize the links between campaigns and marketing strategy (in terms of segmentation, targeting and positioning) and the need to manage communication and brand activation in an analytical way in addition to creativity.

- **People Leadership**

People Leadership: this course will work as a workshop type activity. It will focus on Human Resource Management as a marketing tool as it allows organizations to better serve customers, especially in service operations. As leaders, marketing, sales and customer service managers must empower their teams to drive customers and users satisfaction. This course will address leadership styles and techniques in a totally practical way, using role playing and case base action learning methods

- **Intercultural Relationships and Negotiation**

Intercultural Relationships & Negotiation : this course is key in today international environment and even also in some domestic situations. It will allow students to understand how cultures interact the one with the other and to be confronted with practice of negotiation in different cultural environments. Questions such as personal status, relationship to time, give and take rituals and personal & group commitments will be covered using very - down to earth - examples and cases.

- **Retail Distribution**

Retail Distribution will help students realize why modern distribution is a strategic element of the marketing mix today. Commercial and logistical aspects of distribution will be covered, linking supply chain management to marketing management. New distribution systems, modern trade techniques, franchising models will be examined as it paves the way to modernization of market economies. On site visits of retail distribution chains will allow students to understand how a modern trade outlet is managed.

- **International Marketing Strategies**

International Marketing Strategies : this is an advanced course focusing on introducing and developing brands and products on the international markets. The course will cover the main tools used by international marketers, distinguishing between a pure sales & distribution approach (no longer sufficient) and a fully integrated marketing approach. Special - hot topics - will be also included such as brand copying & fraud, megabrands dominance, etc.

- **Digital Marketing**

Digital Marketing is a course that will, by its own nature, cover future challenges of marketing as it relates to the use of the internet and future externally connected IT developments . Students will learn how to exploit marketing opportunities generated by the internet and will realize that a proper management should be used to differentiate from the multitude of internet offers.

- **Marketing of Innovative Projects**

Marketing Management of Innovative Projects will cover the specific case of marketing concepts or projects mostly unknown from consumers at startup. In these cases, market research techniques, product conception, price setting and other ways of conducting the marketing mix are so much different from usual products and services. The course will start by analyzing the creative process leading to innovation and examine all specificities and contingencies linked to the marketing of innovation.

3. Setting up a Marketing Plan (equivalent 192 hrs)

Final project related to a business problem: students, working in teams of 2, will have to demonstrate their problem solving skills using course concepts and showing their personal evolution. This action-oriented work will be finalized in the form of a written report and oral presentation (business-like).

Faculty

Courses will be taught by senior professors, marketing professionals and top experts. All are marketing practitioners and experienced in teaching in Europe or USA, giving students exposure to the most advanced techniques and knowledge.

Jean-Pierre Baeyens

MBA Harvard Business School, MSc in Management Solvay Brussels School, Prof Baeyens holds the Chair of Marketing at Solvay Brussels School, where he teaches Marketing Theory, Strategic Marketing Management and International Marketing. He is also the Dean for Solvay Brussels School Vietnam programs and teaches regularly in Vietbi Masters programs in HCMC and Hanoi. His management career includes various tenures in MNC's (Procter & Gamble,...) and nearly 20 years as consultant, board member and advisor.

Christian Bluemelhuber

Ph. D. at Ludwig-Maximilians-University of Munich (LMU Germany). A world class specialist on branding, he held positions at LMU, Technical University of Munich and -as visiting professor- at Virginia Tech University. He is currently holding the AB Inbev Chair of Euromarketing at Solvay Brussels School.

Claude Boffa

is a top expert in retail distribution, with a strong emphasis on international retail and franchising. Holder of a MSc in Business Engineering from Solvay Brussels School, Brussels.

Starting his career as an auditor, Claude Boffa managed for several years the franchising function of international retail groups before becoming a specialized consultant, founding his own firm, Coach Europe.





Marianne Claes

MSc in Management Solvay Brussels School. She is a very experienced marketing executive, having exercised her talents in companies like Procter & Gamble (President of the P&G alumni club) and VF Europe (Lee, Wrangler, Eastpack,...) where she headed the European marketing operations. She's now full time teaching and advising companies.

Fabian Delahaut

With a bachelor degree in Philosophy and an MBA at Solvay Brussels School, Prof. Delahaut is working as a professional trainer in sales and as a lecturer at Solvay Brussels School and HEC Liège. He also sits on board of directors in several small and medium size companies.

Eric Deprins

MSc in Management Solvay Brussels School, has a tremendous experience in marketing and general management. He worked nearly twenty years with Unilever as International Brand Manager, then Marketing Director and Managing Director. He then joined JohnsonDiversey Inc. a global leading American based company in the market of professional cleaning and hygiene product and services, where he was Vice President for consumer brands. Finally, he was CEO of Toyota Belgium and has now decided to be a consultant and lecturer in marketing and strategy.

Geert Desager

is Chief Operation Officer at DDB (Doyle, Dane & Bernbach) international advertising agency. He's a digital marketer with more than 15 years of experience in managing, selling and/or marketing digital projects for blue chip companies. Previously, he was Senior Marketing Manager Southeast Asia, Korea & India for Paypal and Marketing Manager Southeast Asia for Microsoft. He's been teaching in Vietbi Solvay Brussels School programs for many years and got his MBA from University of Liverpool and a Master in e-business from Solvay Brussels School.

Claire Gruslin

has been teaching international marketing, e-business, strategy and CSR at University of Liège, Belgium for more than 10 years. Prior, she held executive positions in marketing and product development in various companies. She holds a degree in English language translation and a Master of Art in International Business. Her interest include use of information technology for marketing purposes. She also manages a vineyard in France and is very active in wine marketing.

Madeleine Hubin

BA in Interpretation English, BA in Linguistics from from the Catholic University of Louvain, M. Hubin also holds a MA in International Relations and European Politics from the University of Liège, Belgium. She's a lecturer in International Relations Organisations and Strategic Stakes In Globalisation as well as Associate-Professor in Dissertation Methodology in the Master in Global Management at HEC-University of Liège. She has been teaching International Relations and Global economic and political environment in numerous courses overseas (Solvay Brussels School Vietnam, University of Warsaw Management School, Institut Européen des Hautes Etudes Internationales of Nice, France).

Olivier Kupferman

MSc in Management Solvay Brussels School, with a specialization in marketing, Olivier Kupferman was a Brand Manager with Beiersdorf, a leading manufacturer of cosmetics and personal care products (Nivea) where he developed brand strategies and managed new product launches, from market analysis to sales coordination. He was then Senior Strategy Consultant with Roland Berger, an international consulting firm, and Corporate Strategy Manager for Wolters Kluwer, a global leading publisher for tax, legal and health professionals. He is now advisor to listed companies and has been teaching with Solvay Brussels School Vietnam for several years.

Craig Nathanson

M.A. in Human Development from the Fielding Graduate Institute, CA, M.S. in Telecommunications Management from Golden Gate University, Ca and B.A. in Human Relations and Organizational Behavior at University of San Francisco, CA, is Professor of leadership and human resource management. He spent 30 years at senior levels in both technology and human resource related areas (Intel,...). Besides Solvay Brussels School, Craig has been a visiting lecturer for the Academy of National Economy in Moscow, Russia, is currently a visiting professor at Shenyang University of technology in China and is an online professor for Liverpool University in England

Stéphane Paulus

MSc in Management from Solvay Brussels School. Stéphane Paulus is Vice-President, Management Information Processes & System and Vice-President, Regional Information Officer at Getronics. His expertise includes global applications developments, implementation and support, e-business solutions, customer relationship management and enterprise relationship management. Prior to that, he had a long experience as controller in MNC's. He's been teaching accounting & control to marketing people for years.





Michel Schoonbroodt

MBA, with a specialization in marketing, from the University Of Chicago Graduate School of Business and MSc in Applied Economics from the Catholic University of Louvain, M. Schoonbroodt has been working with Unilever, Citybank and Millicom International Cellular before founding Acclivity, a consulting firm providing marketing and strategy advices for innovative businesses (from the strategy review upto its concrete implementation). Besides M. Schoonbroodt has taught corporate strategy and marketing at HEC University of Liège for almost 15 years and marketing of innovation at Solvay Brussels School Vietnam.



Jean Tondeur

holds a Master of Sciences in Economics from Université Libre de Bruxelles (ULB), and an Executive Master Degree in Management from Solvay Brussels School of Economics & Management. He is a Professor of marketing management at HEC-Management School –University of Liège since 1992. He is also a marketing lecturer at the Solvay Brussels School (ULB) . J. Tondeur started his career in sales and marketing in a business to business environment and held various marketing and sales executive responsibilities in FMCG and in the services sectors. He has been a partner-consultant in marketing and strategy in consulting companies. He founded various Executive Education programmes and has taught for years at various Management Schools in Belgium, Vietnam (SBS-EM MBA) , Bulgaria (Master Degree IFAG).

Alain Van den Eynde

Master's degree in Law at Université Libre de Bruxelles. After a brief career as an Attorney, Prof. Van den Eynde decided to move into the advertising business where he worked for several key agencies (Lintas, BBDO and J.Walter Thompson) during more than 10 years. In 1987, together with two creative partners, he founded a local hot shop, which straight away achieved great success. In 1999, Alain joined McCann Belgium as Country C.E.O. until the end of 2009, and in January 2010 he became senior partner in a new local communication agency.

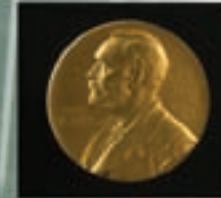
Pascal Guillaume

Bachelor in applied economics Antwerp University & Master of Business Administration Stern Graduate school of Business Administration, New York University. Prof. Guillaume managed several stock listed companies. His last post was Chief Executive Officer of the multinational Fountain Group. He has a wide international business experience, with tenures in the USA, Europe & Far East Asia and has a deep knowledge of intercultural relationships all over the world.



**Solvay Brussels School of
Economics & Management**
(www.solvay.edu/)

is a renowned Business School that has been granted the EQUIS quality label by the European Foundation for Management Development. The school is part of ULB (Université Libre de Bruxelles) located in Brussels. For more than a century, Solvay Brussels School has been a prestigious leader in management education in Europe. It organizes multiple executive education programs and provide training in both general and specialized areas of management. Launched in Belgium 20 years ago, the Master in Marketing and Advertising (MMA) is a renowned program where graduates are highly sought after by employers.



**4 Nobel prizes for the
research from ULB**

Ho Chi Minh City Open University
(www.ou.edu.vn)

Ho Chi Minh City Open University was founded in 1990 to offer an open way of training. HCMC Open University provides a variety of programs from undergraduate to postgraduate, ranging from on-site, distance learning, learning at satellite academic centers, aiming at meeting various learning needs. HCMC Open University started to cooperate with Solvay Brussels School in 1994 to provide several joint master programs in Ho Chi Minh city, which aims at meeting various learning needs of society and contributes to the enlargement of the human resources for the country.

7 reasons to join this program



1

A unique career preparation leading to immediate advancement, promotion and salary increase

2

A Western degree from a prestigious School of Management and top European University. Solvay Brussels School is ranked in the top 25 in Europe for Masters in management and holds the famous international Equis accreditation

3

A state of the art curriculum taught by top Western senior professors. Based on the latest trends in the marketing industry: more knowledge means a solid base for performance and career success

4

A learning process based on real practice, business case discussions and professional projects rather than pure theory

5

Concrete results for yourself. You will graduate with strong confidence, in depth actionable knowledge and strong creativity

6

A flexible schedule allows you to keep your working activities. Classes take place in the evening (6pm-9pm) and weekends

7

Joining a great network of alumni, more than 1,500 in Vietnam and 15,000 worldwide.



How to enroll?



Solvay: www.solvay-mba.edu.vn



Open University: www.ou.edu.vn

Admission requirements:

- Recognized university degree
- At least 2 years professional experience
- Proficiency in English (TOEFL 530, IELTS 6.0, TOEIC 700 or equivalent)
Certificate must be provided or evidence of the equivalence must be proved

Candidates should submit their application form before May 5, 2012

Admission procedure:

The selection will be based on

- Result of the interview in English
- Applicant profile (professional maturity, personality and communication skills will be closely examined by selection jury)

Tuition fee

The cost of the full program is about 187 million VND per student (this amount is subject to confirmation on the date of payment in function of exchange rates).

For more information, please contact:

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