

Welcome to Marcom Zone: the most up to date

# MASTER IN MARKETING AND COMMUNICATION MANAGEMENT

Boost your career in Marketing and Communication!



# The Master in Marketing and Communication Management



We are proud to run, for the 12th year, **the truly practical and business oriented** program in Marketing and Communication Management. This program has successfully built up a network of more than 460 high quality professionals at master level working in marketing and sales.

Marketing, customer relationships, advertising and business communication are the keystones of a long term sustainable business and the needed ingredients of short term company performance. And, moreover, marketing today needs to be digital, social, creative, sustainable and experiential.



We will teach **new marketing alternatives** to the classical demand based marketing approaches.

The Master in Marketing and Communication 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 the Ho Chi Minh City Open University.

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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





A GOOD FOUNDATION TO TAKE OFF TO THE SPECIALIST'S WORLD

## 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 a 100% Western faculty and experts. Students (max 40 carefully selected) will become better in their jobs and increase the overall level of professionalism of their company.

## Curriculum

### Marketing Fundamentals (120 hours)

- Strategic marketing management
- Marketing planning
- Building & managing brands
- Customer Insight & Strategic Intelligence
- Retail & distribution

### Advanced Communication (96 hours)

- Integrated communication strategies
- Media management
- Digital communication
- Social & content marketing

### Leadership inspiration (72 hours)

- Managing the future
- Leadership & team empowerment
- Personal branding & Presentation skills
- Creativity & concept generation

Final Master project

### The Content

Marketing is one of the fastest evolving disciplines, most impacted by the digital and technological revolution. The objective of the program is to provide students who want to be successful in marketing careers with the most practical knowledge to apply in marketing strategies and plans.

Each course will be supplemented with the intervention of a local guest speaker who will shed additional insights into the specifics of marketing in Vietnam.

The program will be conducted in 20 months, in evening class (18.00 - 21.00) or weekend daytime.

Three modules will build on each other to provide students with needed knowledge and skills

#### 1. Marketing fundamentals (120 hours)

##### **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 MMCoM program. 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.

##### **Marketing Planning**

What are brilliant marketing strategies if they are not translated into strong marketing plans? This course will offer the main planning and control tools widely used in marketing management. It will bring students very practical models 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

##### **Customer Insight and Strategic Intelligence**

Data is available in huge and often unreliable quantities today. This course will help you to find your way through this jungle. This course will explain to students how to understand the market they operate in. Scan and control the competition, understand and have great insights into the consumer's needs, aspirations and minds.

Key market research techniques will be explained and most importantly how to translate research data into conclusions, recommendation and actionable marketing plans.

##### **Building and Managing Brands**

Successful brands like Apple or Coca-Cola are reaching values worth billions of dollars. How did they reach that level? What are the keys to building strong brands and exploiting fully its potential? Most importantly how to make sure your brand stays engaged with the consumers and remains top of their list?

Branding 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.



## Retail and Distribution

Vietnam currently has a share of modern trade at about 20 to 30% of total FMCG sales. This is very low compared to more than 90% in Western countries. Hence the importance to understand this new channel which will be the growth driver in the future. With this course, commercial and logistical aspects of distribution will be covered, linking supply chain management to marketing management. You will understand the different modes of distribution, retail trade and sales; know the challenges and constraints and the processes of modern trade; know how to organize and motivate the sales forces; On site visits of retail distribution chains will help you to understand how the shopper behaves in a store and understand and be able to apply best practices of sales and merchandising in stores

## 2. Advanced Communication (96 hours)

### Integrated Communication Strategies

All you need to know about effectively communicating with your target group. This encompasses understanding who your target groups are, what media channel you should use to best reach them, and how to always bring a coherent message over to your potential consumer.

All media channels will be reviewed but in a broader sense as well, including a 360° coverage of the target group with media, promotion, public relation, sponsorship and digital without forgetting in store presence. This course will also review how to find, work with and best assess a communication and media agency.

### Media Management

Nowadays with the rapid expansion of communication channels, the temptation is to use all channels to reach out to the consumer. Obviously this is not a correct approach and can prove expensive and inefficient.

This course will help you review the existing media channels, assess each of them with regard to your specific target group, product/service and most importantly the specificity of your company. This in order to build a strong media plan to convey your message to your target group.

Obviously, once carried out you also need to evaluate correctly your media plan.

### Digital Communication

Everyone speaks about digital, all of us think we know digital, but finding our way into the digital jungle is another story.

This course will help you go through the fundamentals in understanding the tricky ways of digital marketing and communication, starting from basic web advertising to more sophisticated mobile communication, not forgetting the important SEO optimization and marketing.

## Social and Content Marketing

Knowing how to advertise through the web and the mobile world is one thing, understanding how to use social media is another.

The objective is for students to understand on the one hand how to listen to the social media (they can be a powerful information source), how to manage them in the best interest of both the company and the consumer. Once this has been achieved students will understand clearly the difference between paid, earned and owned media.

## 3. Leadership Inspiration (72 hours)

### Creativity and Concept Generation

This course will teach you how to be more creative in marketing but also in your work and life. Focused on concept generation, it will equip you with tools and skills which can be applied right away. You will increase your creativity potential to solve your biggest challenges. You will learn how to view problems from different perspectives and change them into opportunities. Finally, it will help you make better decisions. play and games as creative tools.

### Leadership and Team Empowerment

All marketers want to make it to the next level. When this time comes you will be confronted with a huge challenge: how to motivate your team? This course will work as a workshop type activity. As leaders, marketing, sales and customer service managers must empower their teams to drive customers and users satisfaction. You will address leadership styles and techniques in a totally practical way, using role playing and case base action learning methods. You will be able to generate more passion among your team members but also evaluate them and be respected like a true leader.

### Personal Branding and Presentation Skills

The life of a marketing manager is filled with presentations: to the board of the company, to your boss, to your team, to the sales team, to the customers. And one knows that with the same content a good presentation will make the job whilst a bad one will send you back behind your desk to re-do the work.

This course will teach you how to make great presentations but also ... how to brand yourself.

Career Management will be addressed with the presence of high level head hunter companies.

## Managing the Future

The world has never been so unpredictable and unstable. Trends are changing fast, and consumers are changing even faster.

One of the greatest challenges any organization faces is dealing with the future - with the unexpected. Indeed companies expect people to make decisions that require long- term predictions.

The class will give you tools to set expectations about the future and manage the expected but it will also bring you the necessary concepts to manage the unexpected.

## 4. Marketing in Action: Final Master project

Students will have to demonstrate their problem solving skills by using course concepts on a real case project, thus showing their personal evolution. This action-oriented work will be finalized in the form of a written report and oral presentation in front of a jury.

**Workshop: TED-style presentations  
( 3 sessions of 3 hours )**



TED talks ([www.ted.com](http://www.ted.com)) have become a world class standard because of their performance. Each speaker has no more than 18 minutes max to present his / her topic in the most innovative and convincing manner. You will learn to practice these techniques so you can use them in professional situations. You will get a Yellow Ideas / Solvay Brussels School certificate of attendance. Amazing !

**Creative Encounters ( 3 sessions of 3 hours )**

Meet creative people, artists, designers, architects, singers... in their environment : their own studio or at home. Why ? To explore and to understand the process of creativity. The goal is to get you looking at creative process in another way. In fact, the idea of these creative encounters is to help you to boost YOUR own creativity with specific assignments. A participation grade will be granted by the Academic Director.



## SUMMER SCHOOL PROGRAMME EUROPEAN BUSINESS CHALLENGES

The Solvay European Summer School intends to equip students with the state-of-the-art knowledge and tools of the general manager operating in a European context. The programme features classes, trips, and activities designed to give students the opportunity to learn about European business challenges.

Our Summer School is a unique experience for graduates. It will enable them to acquire vast amounts of information and know-how regarding the current economic situation in Europe in an interactive way as well as discover the wonderful city of Brussels, the capital of Europe. In addition, it is a wonderful opportunity to build up an international network and to become a Solvay Alumni.

During the Solvay Summer School you will be attending lectures given by internationally re-nowned professors and researchers from different backgrounds, while getting a taste of what Solvay Brussels School of Economics and Management is about.

This is optional for all students at the additional bare cost. Participants will get the "Certificate of attendance" issued by Solvay Brussels School.

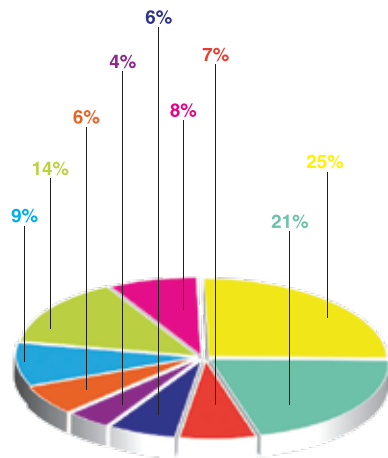




# BE PART OF THE DIVERSIFIED COMMUNITY

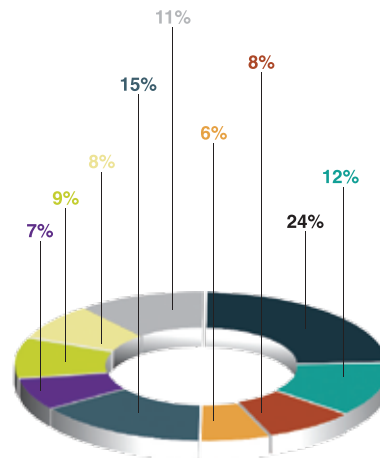
Diverse group of students (2014) for rich experience exchange

### Education Background



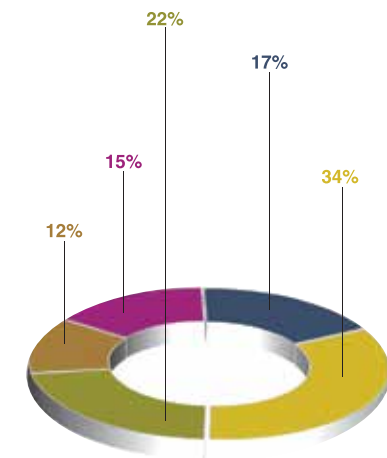
- Economics (general)
- Marketing
- Engineering
- Science
- Law
- Finance
- Human and society
- Foreign language
- Others

### Industry Background



- Consumer products/FMCG
- Professional service
- Financial services
- Logistics
- Media/advertising/entertainment
- Non Profit
- Pharmaceutical/Biotech/healthcare
- Technology
- Others

### Position



- Director
- Manager
- Senior executive
- Lecturer
- Others



# 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 Aerts

Bachelor in Law University of Liège, MSc in Management University of Louvain and Master of Business Administration Cornell University – N.Y. J-P Aerts worked as a marketing executive for Procter & Gamble, Coca-Cola and other multinational companies. Besides teaching Marketing Planning at Solvay Brussels School, he is also a consultant in marketing strategy and marketing planning for major international companies.

## 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.. His management career includes various tenures in MNC's (Procter & Gamble...) and more than 20 years as consultant, board member and strategic advisor.

## Christian Bluemelhuber

PhD 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 has been holding the AB Inbev Chair of Euromarketing at Solvay Brussels School and is currently Professor of Strategic Organisational Communication at Berlin University of the Arts

## Claude Boffa

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

## Xavier Clabots

Now Head of scanning solutions at B-Post (Belgium) , he held various positions in product management and communication. He was assistant lecturer, then lecturer for quite a number of years at Solvay Brussels School of Economics and Management. Long time traveler and adventurer, his fields of interest are fintech marketing and 360° communication.

## Geert Desager

is CEO at Needle Strategy, a people-centered strategy and innovation firm. He was previously Chief Operation Officer at DDB (Doyle, Dane & Bernbach) international advertising agency. He is a digital marketer with more than 15 years of experience in managing digital projects for blue chip companies. He was Senior Marketing Manager Southeast Asia, Korea and India for Paypal and Marketing Manager Southeast Asia for Microsoft. He has been teaching in Viet-Bi Solvay Brussels School programs for many years.

## Fabian Delahaut

With a bachelor degree in Philosophy and an MBA at Solvay Brussels School, Prof. Delahaut has been practicing as a professional trainer in in marketing, sales and leadership for years. He is a lecturer at Solvay Brussels School and is the founder of Eagle Academy, an executive training program for leaders and CEO's. He also sits on Board of Directors in several small and medium size companies.

## Fred Dorsimont

is Business Lead at Cheil London, a full service agency based in the heart of Bankside's growing creative community. He's in charge of Samsung mobile and consumer electronics account. He held previously several tenures in marcom agencies like Isobar, Naked Communication and Saatchi & Saatchi. He holds an Excellence Diploma, Brand & Communications Strategy from the Institute of Practitioners in Advertising (IPA).







## INTERACTION WITH WORLD CLASS AND INSPIRING FACULTY

### 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 includes use of information technology for marketing purposes. She also manages a vineyard in France and is very active in wine marketing.

### Olivier Kupferman

is a senior consultant in marketing and strategy. He practiced in a number of international companies like Accenture, Roland Berger, Wolfer Kluwers. After getting his Master of Science from Solvay Brussels School, he began his career as Product Manager with Beiersdorf and Mobistar (now Orange). He has been teaching at Solvay Brussels School for more than 10 years.

### Dominique Mangiatordi

is an expert in content marketing, gamification and mobile solutions for business.

He's a real entrepreneur, founder and CEO of Royal App Force, a strong team of mobile app development experts specialising in B2B apps with the right touch of gamification. He holds a Master in Management from HEC, University of Liège and has created his first startup out of university. He's teaching in several executive programs.

### Mark Raison

is a world class expert in creativity, innovation & disruption.

He's the founder of Yellow Ideas a creativity consulting practice. He tours the world each year as facilitator and speaker in multinational companies like Louis Vuitton and Danone. He's been teaching in Solvay Brussels School Executive programs for years. A great cook he is also, on the private side, a renowned expert in pepper and founded the « Pepper Academy ». Awesome guy !

### Hugues Rey

Hugues, 25 years of media agencies development through digital and data infusion, is the CEO of Havas Media. He was previously Research Director for Initiative Media, Digital Director Europe Middle East Africa for Initiative and Chief Strategy Officer for Media brands. Hugues is also active in many professional media associations and is lecturer at SBS-EM.

### Dylan Scammell

Owner, Founder and Managing Director of Mekong Train - A Leadership, Management, Sales Training Company. From January 2011, giving Leadership, Management and Sales Workshops in 9 Countries in Asia (Vietnam, Myanmar, Cambodia, Laos, Thailand, Indonesia, Malaysia, China, Japan).

### Pascal Wuillaume

is Master of Business Administration Stern Graduate school of Business Administration, New York University. Prof. Wuillaume is a professional CEO with a deep knowledge of change management. He managed several stock listed as well as family controlled companies. He has a wide international business experience, with tenures in the USA, Europe & Far East Asia.



Graduates of the MMCoM can expect to have a wide and varied range of career opportunities in marketing communications agencies and in-house marketing departments.

An increasing number of graduates are working within the rapidly expanding digital, direct and interactive marketing industry.

With 1-2 years in the field, you can expect to work in positions such as:	After graduation from the program, you can expect to progress to roles such as:
Social Media Co-ordinator	Marketing and Communications Manager
Digital Brand Officer	Community Engagement Manager
Community manager	Senior Public Relations Consultant
Content Marketing Co-ordinator	Senior Media Relations Advisor.
Public Relations Advisor	Social Media Manager
Media relations advisor	Campaign Strategy Director
Marketing Co-ordinator	Senior Account Manager
Integrated Marketing Campaigns Executive	CMO

### Career support

You can expect support and guidance on career choices, help in identifying and applying for jobs, as well as coaching on interpersonal and communication skills.

Our partners will regularly update job opportunities that are suitable to MMCoM students and graduates. They also join one session as part of the program, to prepare you to take off.







“Since I took the marketing role at Intel Vietnam, I joined the Marketing Master program. I found it very useful for my work and also my career development. The courses are up-to-date with very relevant and practical knowledge to serve the current market development strategy of my company. I would like to say that most of the professors and course content at Solvay Brussels are excellent. It is no doubt that many people give the best referral for Solvay Brussels based in this fact.”

**Pham An Duong**  
Marketing Programs Director  
Intel Vietnam



“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



“I graduated from university in 1998 and after many years at work I decided to study master when I was 38 years old. After a proper process of choosing and comparison, I selected SBS. Beyond my expectation, each subject from the program, providing practical knowledge and real experience from the professors and the classmates, is very helpful not only for my daily work but also for my future goal. You may wonder why an experienced person like me decided to study further, I can say that, with both academic knowledge and business experience a leader can be a great leader and a great human being.”

**Dang Thu Lien**  
(alumni, intake 8)  
Deputy Manager - Sales & Marketing, Duc Viet Cargo Team





**Université Libre de Bruxelles (ULB)**  
([www.ulb.ac.be](http://www.ulb.ac.be))

Since its foundation in 1834, the ULB has been closely involved in the ongoing debate on critical thinking and freedom. Four scientific Nobel Prizes, one Peace Nobel prize, one Fields Medal, three Wolf Prizes and two Marie Curie Prizes are further evidence of the University's longstanding tradition of excellence. The ULB has 12 faculties that cover all the disciplines, closely combining academic input and research. It offers almost 40 undergraduate programmes and 247 graduate programmes. It also partners 20 Doctoral schools, with almost 1,600 PhD in progress.

**Solvay Brussels School of  
Economics & Management  
(SBS-EM)**([www.solvay.edu](http://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 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 provides training in both general and specialized areas of management. It organizes multiple executive education programs and provide training in both general and specialized areas. The master program in marketing was launched in Brussels 22 years ago and we have been evolving with the discipline hence the evolution in program name.

**JOIN THE MOST  
SENIOR AND PRESTIGIOUS  
MASTER PROGRAM - VIET BI**



## National Economics University (NEU)

([www.neu.edu.vn](http://www.neu.edu.vn))

Established in 1956, NEU is one of the national pivotal universities, a leading university in the areas of economics and business management in Vietnam. With over 1200 faculty members and staff, NEU currently offer training to nearly 50,000 students annually in more than 50 disciplines at the undergraduate level and 20 disciplines at the post graduate level. Currently, NEU is pursuing its strategy of developing into a multidisciplinary university and one of the top universities in the region.

International School of Management & Economics of NEU is the direct partner of SBS-EM in delivering master programs in Hanoi. With over 20 years experience in managing international cooperated programs, ISME is proud of its wide alumni network at all level of governmental authorities, international organizations and enterprises.

## Ho Chi Minh City Open University (HCMC OU)

([www.ou.edu.vn](http://www.ou.edu.vn))

Founded in 1990 to offer an open way of training, HCMC OU 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 OU started to cooperate with SBS-EM in 1995 to provide several joint master programs in HCMC, which contributes to the enlargement of the human resources for the country.

## Admission requirement and process

### Admission requirements

- Recognized university bachelor degree;
- At least 2 years of professional experience;
- Proficiency in English (TOEFL 530, IELTS 6.0, TOEIC 700, B2 CERF or equivalent evidence).

### Admission procedure

#### 1/ Get applications

- Download the application and guide from [www.solvay-mba.edu.vn](http://www.solvay-mba.edu.vn)
- Or send enquiry to emails [info@solvay-ulb.org](mailto:info@solvay-ulb.org) to enquire

#### 2/ Submit applications

- Send documents via email to [info@solvay-ulb.org](mailto:info@solvay-ulb.org)

#### 3/ Application screening

- The co-directors of the program reserve the rights to discard some

#### 4/ On-campus assessment

- Shortlisted candidates after application will take a written test;
- Interviews will take place in front of a mixed jury of professors;
- Time: about 1 – 2 weeks after deadlines. Notification will be given upon

#### 5/ Admission results

#### 6/ Program commencement

- In November

#### Alumni's Companies





## TAKE THE LEAD WITH 7 REASONS WHY MMCoM

1/ A Western degree from one of the prestigious schools of management (being in top 30 in Europe for master programs in management; holding the famous international Equis accreditation).

2/ A unique state of art program tailored to the specific demands of marketers in Vietnam embodying the world trends and the Vietnam perspectives; students going through a learning process from essential level covering various marketing fundamentals to expert level specializing in communication with up-to-date applications.

3/ Direct interaction with 100% Western faculty who possesses teaching seniority both in Europe and Vietnam and sharing hands-on expertise from business world; additionally, high experienced professionals in Vietnam joining as visiting lecturers.

4/ Concrete results with clear career development. Graduates come out of the program with strong confidence, in-depth professional knowledge and soft skills for leadership.

5/ Students being prepared, coached individually and then connected to promotion opportunities offered by top head hunters who are in strategic collaboration with SBS.

6/ Joining the network of more than 460 marketing professionals graduating from previous intakes, more than 2,500 alumni from Solvay Viet Bi Programs nationwide, and 25,000 alumni of Solvay Brussels School worldwide.

7/ Working and studying with organized schedule to ensure proper performance at school and at work; together with the reasonable study tuition, graduates enjoying the best return in career investment.





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*“Nobody knows what the world is going to look like in five or ten years. If you can’t predict the future, invent it.”*

**Christian Blumelhuber** ”  
Professor of Branding Strategy

For more information, please contact:

**Solvay Brussels School of Economics and Management (Vietnam)**

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**HCMC Open University (Graduate School)**

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