



DIPLOMATIC ACADEMY OF VIETNAM

BACHELOR'S DEGREE PROGRAM IN INTERNATIONAL COMMUNICATION

Faculty in charge: **Faculty of International Communication and Culture**

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❖ Objectives

The Bachelor's Program in International Communication trains high-quality human resources to meet the requirements of international integration, be able to effectively participate in external communication activities, promote the national image, spread knowledge and serve the needs of society in communication in the context of globalization.

The program is designed with a career orientation, equipping learners with a comprehensive foundation of knowledge about politics, economy, culture, society, law, security – defense and international relations; in-depth knowledge in two directions: International Communication and International Marketing Communication. Students develop solid professional skills, critical thinking, the ability to adapt to changes and the digital transformation environment; become proficient in at least one foreign language, are able to apply interdisciplinary knowledge and skills, master modern communication technology in communication practice. The program also focuses on fostering political qualities, professional ethics, sense of community service, creative capacity, research and entrepreneurship; at the same time, physical training and health assurance to meet career requirements in a high-pressure environment.

After graduation, learners can take on many professional positions in the field of international communication at press and communication agencies, governmental and non-governmental organizations, domestic and foreign enterprises, international organizations, diplomatic missions; participating in research, teaching or starting a

business in the field of communication – creativity... Learners also have a solid foundation to continue their studies, improve their qualifications, or develop deep expertise in related fields.

❖ Programme Learning Outcomes

Upon completion of the Bachelor's Programme in International Communication, learners will achieve the following learning outcomes:

No.	PLO	PLO DESCRIPTIONS	Level
2.1. KNOWLEDGE			
1	PLO1	Explain fundamental concepts and core contents of Marxism–Leninism, Ho Chi Minh’s ideology, as well as the viewpoints, guidelines, and policies of the Communist Party and the State.	2/6
2	PLO2	Demonstrate understanding of general knowledge of social sciences and humanities; complimentary knowledge of international relations, international economics, and international law; along with foreign language proficiency, informatics, and digital technologies in support of international communication activities	2/6
3	PLO3	Use professional, modern, and interdisciplinary communication knowledge to effectively handle professional situations in practical contexts.	3/6
4	PLO4	Apply advanced theoretical and practical knowledge of international communication, including communication theories, research methods, implementation models, professional procedures, and production principles of communication products; as well as knowledge of culture and cultural diplomacy in professional practice.	3/6
5	PLO5	Apply in-depth theoretical and practical knowledge of international communication or international marketing communication to develop strategies, produce content and handle practical communication situations.	5/6

2.2. SKILLS			
6	PLO6	Apply critical and creative thinking to identify problems, generate and develop communication ideas appropriate to the context and objectives of international communication.	3/5
7	PLO7	Master skills in collecting, compiling, analysing and synthesising information; conducting research in the field of international communication; and producing multimedia communication content to serve professional practices in international communication and international marketing communication.	4/5
8	PLO8	Integrate skills in identifying, analysing and proposing solutions to issues in international communication, external communication and international marketing communication.	4/5
9	PLO9	Apply effectively and creatively speaking, presentation and interpersonal communication skills in conformity with general ethical standards and professional ethics, in compliance with legal regulations, to serve specialised tasks.	3/5
10	PLO10	Develop skills in planning and organising events, communication activities, marketing communication, public relations, external communication and socio-cultural communication on global issues.	4/5
11	PLO11	Use proficiently at least one foreign language (at a level equivalent to B2 of the Common European Framework of Reference or another equivalent international standard) to communicate and perform professional tasks such as writing reports, reading, translating and presenting in the field of communication.	3/5
12	PLO12	Operate proficiently specialised equipment, software and digital tools, including artificial intelligence (AI), to support research, content creation and optimise the effectiveness of communication activities in the digital environment.	3/5

2.3. SELF-RELIANCE AND SELF-RESPONSIBILITY			
13	PLO13	Promote innovation and creativity; develop self-learning and research capacity; work independently and in teams; demonstrate adaptability to the digital environment and international integration.	4/5
14	PLO14	Demonstrate the ability to self-direct, draw professional conclusions, and defend personal viewpoints; effectively collaborate with individuals and organisations in international communication activities.	4/5
15	PLO15	Commit to adhering to professional ethics, discipline, and the law; respect diversity; uphold a strong sense of collective responsibility; maintain firm ideological stance; safeguard national interests; and contribute to the community.	5/5

Notes: The level is defined based on Bloom's Taxonomy for Cognitive domain: Knowledge (1-6), Dave's Taxonomy for Psychomotor domain: Skills (1-5), Krathwohl's Taxonomy for Affective domain (1-5).

❖ PROGRAM STRUCTURE AND CONTENT

1. The program's structure and learning workload

No.	Modules	Number of Credits	Number of compulsory credits	Number of elective credits
1	General Knowledge	13	13	0
2	Foreign Language Knowledge	24	15	09
3	Complementary Professional Knowledge	09	06	03
4	Professional Knowledge	65	37	28
4.1	<i>General Professional Knowledge</i>	08	04	04
4.2	<i>Foundational Professional Knowledge*</i>	18	18	0
4.3	<i>Specialised Professional Knowledge**</i>	39	15	24
5	Career orientation	05	05	0

6	Graduation***	09	09	0
	Total	125	85	40

2. The Program Content

2.1. General Knowledge: 13 credits

No.	Course Unit	Course code	Number of credits	Language of teaching
1	Marxist-Leninist philosophy	FC.001.03	03	Vietnamese
2	Marxist-Leninist Political Economy	FC.002.02	02	Vietnamese
3	Scientific Socialism	FC.003.02	02	Vietnamese
4	Ho Chi Minh's Ideology	FC.004.02	02	Vietnamese
5	History of Vietnamese Communist Party	FC.005.02	02	Vietnamese
6	Introduction to Vietnam's Legal System	IL.003.02	02	Vietnamese
7	<i>Digital Competence*</i>	<i>IT.002.02</i>	<i>02</i>	<i>Vietnamese</i>
8	<i>Physical Education*</i>	<i>AAD.001.03</i>	<i>03</i>	<i>Vietnamese</i>
9	<i>National Defense Education*</i>	<i>AAD.002.08</i>	<i>08</i>	<i>Vietnamese</i>

(*13 credits of general knowledge excluding Digital Competence, Physical Education, and National Defense Education)

2.2. Foreign Language Knowledge: 24 credits

Students can start at the appropriate level (beginner, intermediate or advanced) and have the choice (with conditions (*)) to either study 01 foreign language (foreign language 1: 24 credits) or 02 foreign languages (foreign language 1: 15 credits and foreign language 2: 9 credits)

No.	Course unit	Number of Credits	Language of Teaching
1	Foreign Language 1	24 or 15	Foreign Language 1
2	Foreign Languages 2	0 or 09	Foreign Languages 2

For FL1, students choose to study 1 out of 5 foreign languages: English, Chinese, French, Japanese, or Korean. For FL2, students can choose one of the following foreign languages: English, Chinese, French, Japanese, Korean, Spanish, or German.

(Only students with a primary foreign language level (FL1) of intermediate level or higher can choose to study a second foreign language. Students with elementary level must study 24 credits of foreign language 1.*

(see Appendix of Foreign Language Teaching Framework Program)

2.3. Complementary knowledge: 09 credits

2.3.1. Compulsory course units: 06 credits

No.	Course unit	Course Code	Number of Credits	Language of Teaching
1	Contemporary History of International Relations	IR.005.03	03	Vietnamese
2	Vietnam's Foreign Policy	IR.046.03	03	Vietnamese

2.3.2. Elective course units: 03 credits

Students must select one course from the Complementary Knowledge. The complementary courses are chosen and registered under the credit-based system and must be completed before the end of the seventh semester.

No.	Course unit	Course Code	Number of Credits	Language of teaching
1	International Business	IE.042.03	03	Vietnamese
2	International Economic Relations	IE.006.03	03	Vietnamese
3	Public International Law	IL.005.03	03	Vietnamese
4	Constitutional Law of Vietnam and Other countries	IL.003.03	03	Vietnamese

2.4. Professional Knowledge: 68 credits

2.4.1. Professional Knowledge: 08 credits

A. Compulsory knowledge module: 04 credits

No.	Course unit	Course Code	Number of Credits	Language of teaching
1	Introduction to Political Science	FC.010.02	02	Vietnamese
2	Introduction to Vietnamese Culture	IC.076.02	02	Vietnamese

B. Elective Courses: Choose one of the following two courses – 2 credits

No.	Course unit	Course Code	Number of Credits	Language of teaching
1	History of World Civilization	FC.007.02	02	Vietnamese
2	Introduction to Sociology	FC.009.02	02	Vietnamese

C. Elective Professional Skills Courses: Choose one of the following two courses – 2 credits

No.	Course unit	Course Code	Number of Credits	Language of teaching
1	Presentation skills	IC.049.02	02	Vietnamese
2	Master of Ceremonies and International event skills	IC.084.02	02	Vietnamese

2.4.2. Foundational Professional Knowledge: 18 credits

No.	Course unit	Course Code	Number of Credits	Language of teaching
1	Communication Theories	IC.008.03	03	Vietnamese/ English
2	Introduction to International Communication	IC.061.03	03	Vietnamese/ English
3	Introduction to International Public Relations	IC.043.03	03	Vietnamese/ English
4	Communication Research Methods	IC.005.03	03	Vietnamese/ English
5	Media Law and Ethics	IC.068.03	03	Vietnamese
6	Marketing Principles	MC.017.03	03	Vietnamese/ English

2.4.3. Specialized Professional Knowledge:

A. Compulsory courses: 15 credits

No.	Course unit	Course Code	Number of Credits	Language of teaching
1	Writing skills for international communication	IC.077.03	03	Vietnamese
2	Contemporary media platforms	IC.081.03	03	Vietnamese
3	Digital communication and Artificial Intelligence (AI)	IC.079.03	03	Vietnamese
4	Communication Strategy Planning	IC.044.03	03	Vietnamese/ English
5	Branding	IC.024.03	03	Vietnamese

B. Elective course: 12 credits

Students select four courses (3 credits each) from the following list:

No.	Course unit	Course Code	Number of Credits	Language of teaching
1	Press & External Communication	IC.078.03	03	Vietnamese

2	Cultural Diplomacy	IC.010.03	03	Vietnamese
3	Globalization and Intercultural Communication	IC.047.03	03	Vietnamese
4	Popular Media Culture	IC.004.03	03	Vietnamese/ English
5	Broadcasting in the Digital Era	IC.087.03	03	Vietnamese
6	Print and Online Journalism	IC.011.03	03	Vietnamese
7	Communication and Social Development	IC.017.03	03	Vietnamese/ English
8	Media Audiences	IC.106.03	03	Vietnamese/ English
9	Techniques and Professional Competency of International Communication	IC.086.03	03	Vietnamese
10	Digital Diplomacy & Artificial Intelligence (AI)	IC.082.03	03	Vietnamese/ English

C. Orientation Elective Courses: 12 credits

Students choose one (1) of the two (2) orientation tracks: (1) International Communication or (2) International Marketing Communication, and select four elective courses from the following:

C1. International Communication Orientation:

No.	Course unit	Course Code	Number of Credits	Language of teaching
1	Language of Journalism and Communication	IC.007.03	03	Vietnamese
2	Analysis of International Events in Media	IC.045.03	03	Vietnamese
3	Foreign Spokespersonship & Relations with International Media	IC.080.03	03	Vietnamese
4	International Communications Production	IC.050.02	03	Vietnamese/ English
5	Religions and International Relations	IC.031.03	03	Vietnamese
6	Country Studies & International Communication	IC.088.03	03	Vietnamese

7	Event Management	IC.046.03	03	Vietnamese
8	Crisis Management	IC.023.03	03	Vietnamese

C2. International Marketing Communication Orientation:

No.	Course unit	Course Code	Number of Credits	Language of teaching
1	Internal Communication and Organizational Culture	MC.020.03	03	Vietnamese
2	Integrated Marketing Communications (IMC)	MC.021.03	03	Vietnamese/ English
3	Digital Marketing & Artificial Intelligence (AI)	MC.018.03	03	Vietnamese/ English
4	Market Research	MC.003.03	03	Vietnamese
5	Advertising	MC.015.03	03	Vietnamese/ English
6	TVC Production	MC.019.03	03	Vietnamese/ English
7	Event Management	IC.046.03	03	Vietnamese
8	Crisis Management	IC.023.03	03	Vietnamese

2.5. Career Orientation and Internship: 05 credits

No.	Course unit	Course Code	Number of Credits	Language of teaching
1	Career orientation	IC.085.02	02	Vietnamese
2	Final Internship	IC.038.03	03	Vietnamese

2.6. Graduation: 09 credits

Students must accumulate 9 credits in the Graduation knowledge block through one of the following two options:

No.	Course unit	Course Code	Number of Credits	Language of teaching
1	Graduation thesis (*) or	IC.037.10	09	Vietnamese / Foreign language

