DONG NAI TECHNOLOGY UNIVERSITY

DNTU

CURRICULUM

Major: **Multimedia Communication**

Educational Level: **Undergraduate**

Mode of Study: **Full-time**

Duration of Study: **4 years**

Degree Awarded: **Bachelor**

Academic Year: **2026 - 2030 (K22)**

Total Cumulative Credits: **122**

Courses marked with (*) are not included in the cumulative grade point average (CGPA).

SEMESTER 1: 12 Cumulative Credits (Compulsory: 07, Elective: 05)					
Course Code	**Course Name**	**Credits**	**Total Periods**	**Theory Hours**	**Practical Hours**
Compulsory		**7**			
CB71101	Environment and sustainable development	2	30	30	0
TT70131	Introduction to Multimedia Communication	1	15	15	0
TT70104	Management	2	30	30	0
TT70101	Application of AI in media	2	45	15	30
TH70001	Informatics 1 (*)	2	45	15	30
CB70411	Physical Education (*)	1	30	0	30
Elective (Select 01 out of 02 courses)		**2**			
CB70305	Communication skills and relationship building	2	30	30	0
CB70306	Negotiation and bargaining skills	2	30	30	0
Elective Courses (Select 01 out of 02 courses)		**3**			
TA71331	English 1	3	45	45	0
TQ71301	Chinese 1	3	45	45	0
SEMESTER 2: 16 Cumulative Credits (Compulsory: 13, Elective: 03)					
Course Code	**Course Name**	**Credits**	**Total Periods**	**Theory Hours**	**Practical Hours**
Compulsory		**13**			

CB70101	Philosophy of Marxism and Leninism	3	45	45	0
TT70102	Communication theory	2	45	15	30
TK70108	Application software I	2	45	15	30
TT70113	Cinematography and video editing techniques	2	45	15	30
TT70114	Digital photography	2	45	15	30
TT70132	Law and ethics of communication	2	30	30	0
TH70002	Informatics 2 (*)	2	60	0	60
CB70401	National Defense Education 1 (*)	3	45	45	0
CB70402	National Defense Education 2 (*)	2	30	30	0
CB70403	National Defense Education 3 (*)	1	30	0	30
CB70404	National Defense Education 4 (*)	2	60	0	60
Elective Courses (Select 01 out of 02 courses)		**3**			
TA71332	English 2	3	45	45	0
TQ71302	Chinese 2	3	45	45	0
Elective Courses (Select 01 out of 04 courses)		**0**			
CB71412	Physical Education (*)	1	30	0	30
CB71403	Physical Education (*)	1	30	0	30
CB71404	Physical Education (*)	1	30	0	30
CB71410	Physical Education (*)	1	30	0	30
SEMESTER 3: 19 Cumulative Credits (Compulsory: 16, Elective: 03)					
Course Code	**Course Name**	**Credits**	**Total Periods**	**Theory Hours**	**Practical Hours**
Compulsory		**16**			
CB70102	Political Economics of Marxism and Leninism	2	30	30	0
CB70106	Introduction of Laws	2	30	30	0
CB70205	Applied Statistics	3	45	45	0

CB71102	Behavioral psychology	2	30	30	0
TT70106	Foundations of Journalism and Communication Theory	2	30	30	0
TT70108	Application software II	2	45	15	30
TT70134	Career internship 1	3	180	0	180
Elective Courses (Select 01 out of 02 courses)		**3**			
TA71333	English 3	3	45	45	0
TQ71303	Chinese 3	3	45	45	0
Elective Courses (Select 01 out of 03 courses)		**0**			
CB71413	Physical Education (*)	1	30	0	30
CB71407	Physical Education (*)	1	30	0	30
CB71414	Physical Education (*)	1	30	0	30
SEMESTER 4: 18 Cumulative Credits (Compulsory: 18, Elective: 0)					
Course Code	**Course Name**	**Credits**	**Total Periods**	**Theory Hours**	**Practical Hours**
Compulsory		**18**			
CB70103	Scientific Socialism	2	30	30	0
CB70206	Research Methodology	2	30	30	0
TT70103	Communication language	2	45	15	30
TT70109	Communication: Theories, Models and Skills	2	45	15	30
TK70112	Web design principles I	2	45	15	30
TT70116	Psychology of media advertising	2	45	15	30
TT70117	Advertising and sales promotion	3	60	30	30
TT70118	Writing and editing for journalism	3	75	15	60
Elective Courses (Select 01 out of 02 courses)		**0**			
TA71334	English for International Certification (*)	9	135	135	0
TQ71304	Chinese for International Certification (*)	9	135	135	0
SEMESTER 5: 20 Cumulative Credits (Compulsory: 20, Elective: 0)					
Course Code	**Course Name**	**Credits**	**Total Periods**	**Theory Hours**	**Practical Hours**

Compulsory		**20**			
CB70105	History of Vietnamese Communist Party	2	30	30	0
CB70104	Ho Chi Minh Ideology	2	30	30	0
TT70111	Multimedia graphics applications	2	45	15	30
TK70115	Web design principles II	2	45	15	30
TT70119	Global Media	3	75	15	60
TT70120	Event Management	3	75	15	60
TT70121	Studio production	3	75	15	60
TT70135	Career internship 2	3	180	0	180
SEMESTER 6: 21 Cumulative Credits (Compulsory: 6, Elective: 15)					
Course Code	**Course Name**	**Credits**	**Total Periods**	**Theory Hours**	**Practical Hours**
Compulsory		**6**			
TT70122	Production of digital media programs	3	75	15	60
TT70123	Director profession	3	75	15	60
Elective Courses (Select 05 Concentration courses)		**15**			
Concentration: Multimedia Product Production					
TT70124	Graphic production for social and commercial advertising	3	75	15	60
TT70125	Advertisement film production I	3	75	15	60
TT70126	Digital media: concepts and production	3	75	15	60
TT70127	Advanced digital media production	3	75	15	60
TT70128	Advertisement film production II	3	75	15	60
Concentration: Media and Advertising Management					
TT70235	Media Production Management	3	75	15	60
TT70236	Advertising management	3	75	15	60
TT70237	Media planning and management	3	75	15	60
TT70238	Managing entertainment and media	3	75	15	60

TT70239	Brand management and building	3	75	15	60
SEMESTER 7: 11 Cumulative Credits (Compulsory: 7, Elective: 4)					
Course Code	**Course Name**	**Credits**	**Total Periods**	**Theory Hours**	**Practical Hours**
Compulsory		**7**			
TT70129	Graduation internship	7	420	0	420
Elective Courses (Select 02 out of 04 Concentration courses)		**4**			
Concentration: Multimedia Product Production					
TT71131	Visual communication of information	2	45	15	30
TT71132	Advertising intelligence	2	45	15	30
TT70136	Writing for multimedia	2	45	15	30
TT71134	Account planning	2	45	15	30
Concentration: Media and Advertising Management					
TT71242	Advertising business management	2	45	15	30
TT71243	Media Research	2	45	15	30
TT71244	Media project management	2	45	15	30
TT71245	Film project management and research analysis	2	45	15	30
SEMESTER 8: 6 Cumulative Credits (Compulsory: 5, Elective: 0)					
Course Code	**Course Name**	**Credits**	**Total Periods**	**Theory Hours**	**Practical Hours**
Concentration: Multimedia Product Production		**5**			
TT70130	Graduation thesis	5	135	15	120
Concentration: Media and Advertising Manage		**5**			
TT70241	Graduation thesis	5	135	15	120