U.S. EMBASSY
HANOI, VIETNAM

THE AMERICAN CENTER HANOI

20th ANNIVERSARY U.S.-VIETNAM RELATIONS 1995-2015

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Massive Open Online Courses (MOOC) enhanced by facilitated discussions at the American Center

Introduction to Marketing

from June 1 to June 29, 2015 by University of Pennsylvania

Information Session: May 26, 4:30 - 5:00

Learn the fundamentals of marketing by getting to the root of customer decision-making. Key topics include branding strategies (e.g., brand positioning, brand communications), customer-centric marketing strategy, and new market entry (e.g., channel strategy, marketing planning). A certificate from the U.S. Embassy will be provided to students who fully participate in the MOOC and complete the course survey.

A **certificate from the U.S. Embassy** will be provided to students who fully participate in the MOOC and complete the course survey at: https://goo.gl/Zbf4b3

A five-week course with 5-6 hours of independent-study and weekly discussions at the American Center.

Facilitators:

- Tran Thi Thuy Trang, USG Alumna
- Expert guest speakers from U.S. Embassy Hanoi

Register for the online course:
https://www.coursera.org/course/whartonmarketing

Register here for information session and discussions at the American Center:
https://goo.gl/s60Jsy
June 4, 11, 18, 25 and July 2,
from 4:00 to 5:30 p.m.

To Make the Most of Your MOOC:

1. Plan your TIME and ENERGY.
2. FULLY USE the discussion.
3. Keeep yourself MOTIVATED.
4. Know HOW you LEARN and STATE what you NEED.
5. Grow your PROPROFESSIONAL

Free of charge, open to everyone from everywhere!!!

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