

CMO

Chief Marketing Officer

PROGRAMME

Global Standards. Local Insight. Executive Impact





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ABOUT US

NANYANG TECHNOLOGICAL UNIVERSITY, SINGAPORE

Young and research intensive, NTU Singapore has 35,000 undergraduate and postgraduate students in engineering, business, science, humanities, arts, social sciences, education, and medicine.

NTU is home to world-class institutes - the National Institute of Education, S Rajaratnam School of International Studies, Earth Observatory of Singapore, and Singapore Centre for Environmental Life Sciences Engineering - as well as leading research centres such as the Nanyang Environment & Water Research Institute and Energy Research Institute @ NTU.

The NTU Smart Campus is frequently listed among the Top 15 most beautiful university campuses in the world. Besides its main campus in the western part of Singapore, NTU also has a medical campus in Novena, Singapore's healthcare district.



12th

QS World University
Rankings 2026

3rd

QS University in
Asia Rankings 2026

1st

QS University in
Singapore Ranking 2026

UNIVERSITY OF ECONOMICS HO CHI MINH CITY

The University of Economics Ho Chi Minh City (UEH) is a prestigious Vietnamese institution recognized globally for its excellence in business, economics, and law.

UEH makes meaningful contributions to scientific research through top-tier international publications, national and local research projects, and practical applied studies. With a global network of over 125 partner institutions including leading universities in the U.S., France, Australia, New Zealand, the Netherlands, South Korea, and Singapore. UEH affirms its strong international presence. Thousands of professionals, economists, and senior leaders trained by UEH now serve in strategic roles across government, academia, and business worldwide.

501+

THE World University
Rankings

301+

QS Asia University
Rankings

13th

THE South East Asian
University Rankings



ABOUT US

NTU SINGAPORE - NANYANG BUSINESS SCHOOL, EXECUTIVE EDUCATION (NEE)

As a premier business school within Nanyang Technological University, one of Asia's leading technological universities, Nanyang Business School stands at the intersection of innovation, research excellence, and impactful business education. With a legacy of nurturing global leaders and driving meaningful change, NBS empowers executives to lead in complexity with clarity and purpose.

At NBS, we innovate through interdisciplinarity, lead with cultural dexterity, and transform for sustainability shaping leaders who are not only business-savvy but also future-ready in an ever-evolving global landscape.



UEH - INSTITUTE OF HUMAN RESOURCES AND BUSINESS DEVELOPMENT (HUREDIN)

As a member of UEH and established since 2004, the Institute of Human Resources and Business Development (HUREDIN) is a place of gathering of leading scientists and experts in the field of Human Resources Management and Business development.

With the mission to pursue and apply management science in the most effective way by providing top-tier short-term training programs, research and consultation services on Human Resources development to individuals and businesses nationwide.



PROGRAMME OVERVIEW

INTRODUCTION

Chief Marketing Officer Programme (CMO) is a prestigious joint initiative between NTU Singapore - Nanyang Business School and University of Economics Ho Chi Minh City (UEH), Institute of Human Resources & Business Development (HUREDIN).

Tailored specifically for Chief Marketing Officers and senior marketing leaders in Vietnam and across the region, this programme empowers participants with advanced strategic thinking, leadership in brand management, and the ability to harness data and digital technologies to drive impactful marketing transformation.

Designed in response to the rapidly evolving global business landscape, the programme equips executives with cutting-edge knowledge and practical insights to lead growth, innovation, and sustainable success in today's competitive environment.

CERTIFICATION

Upon successful completion of this programme, participants will receive a Certificate awarded by NTU. Chief Marketing Officer Certificate issued by NTU Singapore - Nanyang Business School. UEH issues a separate Course Completion Certificate.



PROGRAMME STRUCTURE & COURSE OUTLINES

The CMO Programme is co-developed by NTU Singapore and the UEH to empower senior executives with transformative marketing leadership capabilities. Over 50% of the content is taught by NTU faculty and the rest is taught by UEH faculty and industry leaders.

Through a blend of cutting-edge curriculum, real-world case studies and action-learning methodology, the CMO programme will equip you with new knowledge and skills to adapt to the current changing marketing dynamics and excel in your role.

NBS

UEH
UNIVERSITY

Module 1: Becoming a next-gen CMO – Vision, role & mindset.

Module 2: Building iconic and purpose-driven brands in the age of AI.

Duration: 8 hours

Lecturer: Prof. Sharon Ng - Deputy Dean (College of Business), Director (Nanyang Centre for Marketing and Technology).

Module 3: Winning markets – Strategic playbook for modern CMOs.

Module 4: Strategic thinking and competitive signalling for CMOs.

Duration: 8 hours

Lecturer: Assoc. Prof. Lewis Lim - Associate Professor of Marketing, Practice at College of Business, Division of Marketing.

Module 5: Navigating consumption paradoxes – Marketing for sustainable growth.

Duration: 3.5 hours

Lecturer: Assoc. Prof. Ngo Viet Liem - Editor-in-Chief of the Australasian Marketing Journal.

Module 6: AI-powered marketing and data-driven decisions.

Duration: 3.5 hours

Lecturer: Ms. Hoang Thi Cam Ly, CEO of Viet Tien International Education, Global Business Manager of Mori Healthcare Japan

Module 7: Brand leadership and corporate communication for strategic impact.

Duration: 3.5 hours

Lecturer: Ms. Huynh Thi Xuan Lien - Chairwomen of CAF Company, Member of ESG Committee – PNJ
Vice President of Vietnam Marketing Association.

Module 8: B2B growth strategies in the AI era.

Duration: 3.5 hours

Lecturer: Dr. Nguyen Vu Thuan - Commercial Merchandise Director Metro Group.
DBA, Asian Institute of Technology (Bangkok) | MBA, Solvay.

Industry Panel Discussion

1. Assoc. Prof. Tran Mai Dong.
2. Dr. Nguyen Vu Thuan.
3. MA. Nguyen Huy Thinh.
4. MA. Huỳnh Thị Xuân Liên.

Industry Visit

1. Ms. Huynh Thi Xuan Lien.
2. Dr. Ngo Tan Vu Khanh.
3. Dr. Nguyen Vu Thuan

(For reference only. NTU and UEH reserve the right to revise the programme structure, schedule and content as deemed appropriate).

NTU SINGAPORE

COURSE OUTLINES

MODULE 1: BECOMING A NEXT-GEN CMO: VISION, ROLE & MINDSET.

Instructor: Professor Sharon Ng, Deputy Dean (College of Business), Director (Nanyang Centre for Marketing and Technology)

Duration: 8 hours.

Overview: This opening module redefines what it means to be a Chief Marketing Officer in the new era of AI, data, and sustainability. Participants will explore how the CMO role has evolved from a communications function to a strategic driver of growth and transformation.

Learning Objectives:

- Understand the evolving mandate of CMOs in modern organizations;
- Develop a strategic mindset that aligns marketing with corporate goals;
- Identify leadership capabilities essential for future-ready CMOs.

Key Takeaways: Participants will gain clarity on how to position themselves as board-level growth leaders who shape strategic direction and business transformation.

MODULE 2: BUILDING ICONIC AND PURPOSE-DRIVEN BRANDS IN THE AGE OF AI.

Instructor: Professor Sharon Ng, Deputy Dean (College of Business), Director (Nanyang Centre for Marketing and Technology)

Duration: 8 hours.

Overview: Branding remains the heart of marketing leadership, but its rules are changing. This module examines how CMOs can blend data, technology, and purpose to build brands that inspire loyalty and deliver business impact.

Learning Objectives:

- Understand the intersection of branding, technology, and purpose-driven strategy;
- Leverage AI and data to personalize and scale brand engagement;
- Design brand architectures that strengthen reputation and trust.

Key Takeaways: Participants will master how to craft and sustain iconic brands that thrive in digital and ESG-driven contexts.

NTU SINGAPORE

COURSE OUTLINES

MODULE 3: WINNING MARKETS: STRATEGIC PLAYBOOK FOR MODERN CMOs.

Instructor: Associate Professor Lewis Lim, Associate Professor (Practice), Nanyang Business School

Duration: 8 hours.

Overview: This module equips participants with the strategic marketing capabilities needed to win in hypercompetitive markets. It integrates market intelligence, brand positioning, and execution excellence to achieve sustainable business growth.

Learning Objectives:

- Analyze competitive dynamics and craft actionable marketing strategies;
- Translate insights into integrated strategic plans;
- Balance long-term brand building with short-term performance.

Key Takeaways: Participants will learn how to design and execute market-winning strategies that drive measurable results and lasting competitive advantage.

MODULE 4: STRATEGIC THINKING AND COMPETITIVE SIGNALLING FOR CMOs.

Instructor: Associate Professor Lewis Lim, Associate Professor (Practice), Nanyang Business School

Duration: 8 hours.

Overview: Great CMOs are also strategic thinkers. This module introduces the principles of competitive signalling, scenario thinking, and strategic foresight – skills that allow CMOs to anticipate and shape competitive landscapes.

Learning Objectives:

- Understand how signalling theory applies to strategic marketing;
- Build frameworks for analyzing competitor intentions and moves;
- Enhance decision-making under uncertainty through strategic foresight.

Key Takeaways: Participants will develop higher-order thinking and decision frameworks to navigate complexity and lead with strategic intent.

UEH & INDUSTRY COURSE OUTLINES

MODULE 5: NAVIGATING CONSUMPTION PARADOXES: MARKETING FOR SUSTAINABLE GROWTH.

Instructor: Assoc. Prof. Ngo Viet Liem, UNSW. Editor-in-Chief of the Australasian Marketing Journal.

Duration: 3.5 hours.

Overview: In today's markets, consumers often act inconsistently – desiring sustainability while pursuing convenience, valuing authenticity yet driven by trends. This module examines these paradoxes in consumption behavior and explores how CMOs can design marketing strategies that balance profitability, ethics, and long-term sustainability.

Learning Objectives:

- Understand key paradoxes shaping modern consumer behavior (e.g., green vs. convenient, premium vs. ethical);
- Apply paradoxical thinking to identify growth opportunities in seemingly conflicting consumer demands;
- Develop marketing strategies that harmonize short-term business goals with long-term sustainable development.

Key Takeaways: Participants will gain the ability to recognize and manage consumption paradoxes as strategic opportunities – enhancing brand relevance, consumer trust, and sustainable growth.

MODULE 6: AI-POWERED MARKETING AND DATA-DRIVEN DECISIONS.

Instructor: Ms. Hoang Thi Cam Ly, CEO of Viet Tien International Education, Global Business Manager of Mori Healthcare Japan, AI Trainer & Digital Transformation Specialist

Duration: 3.5 hours.

Overview: As data and AI redefine marketing, this module provides a practical understanding of how CMOs can use analytics and emerging technologies to drive smarter, faster decisions.

Learning Objectives:

- Utilize AI tools for customer insight, targeting, and automation;
- Interpret key marketing metrics to improve ROI and performance;
- Integrate data-driven thinking into strategic marketing planning.

Key Takeaways: Participants will be able to lead data-informed marketing organizations that drive measurable impact.

UEH & INDUSTRY COURSE OUTLINES

MODULE 7: BRAND LEADERSHIP & CORPORATE COMMUNICATION FOR STRATEGIC IMPACT.

Instructor: Ms. Huynh Thi Xuan Lien, Chairwomen of CAF Company, Member of ESG Committee – PNJ.

Duration: 3.5 hours.

Overview: This module helps CMOs elevate corporate and brand communication to the level of strategic influence. It emphasizes storytelling, stakeholder engagement, and brand leadership in the era of transparency and social responsibility.

Learning Objectives:

- Develop corporate communication strategies aligned with brand purpose;
- Engage effectively with internal and external stakeholders;
- Manage brand reputation and crisis communication.

Key Takeaways: Participants will be equipped to lead impactful communication strategies that strengthen organizational reputation and trust.

MODULE 8: B2B GROWTH STRATEGIES IN THE AI ERA.

Instructor: Dr. Nguyen Vu Thuan
CEO - DCG, Former Commercial Merchandise Director Metro Vietnam (Metro Group).

Duration: 3.5 hours.

Overview: This final module focuses on strategies to accelerate B2B growth through digital transformation, customer-centric innovation, and AI-driven business models.

Learning Objectives:

- Apply AI and data to improve B2B marketing and sales processes;
- Redefine customer value propositions for industrial and service sectors;
- Align B2B marketing with innovation and sustainable growth.

Key Takeaways: Participants will learn how to transform their organizations into agile, data-enabled growth engines in the B2B context.

1. INDUSTRY PANEL DISCUSSION

2. INDUSTRY VISIT

Industry panel discussion: “Technological advancement and strategic focus”

Instructor:

1. Assoc. Prof. Tran Mai Dong, UEH: Moderator.
2. Dr. Nguyen Vu Thuan, Metro Group, Vietnam.
3. MA. Nguyen Huy Thinh, Mc Donald's Vietnam.
4. MA. Huynh Thi Xuan Lien, CAF Company / PNJ.

Description:

A dynamic panel discussion featuring distinguished academics and industry leaders who will share insights on how technological advancements are transforming marketing strategies, consumer engagement, and organizational focus.

Participants will explore emerging trends, best practices, and the evolving role of CMOs in leading digital transformation.



Industry visit

Instructor:

1. Dr. Nguyen Vu Thuan, Metro Group, Vietnam.
2. MA. Nguyen Huy Thinh, Mc Donald's Vietnam.
3. MA. Huynh Thi Xuan Lien, CAF Company / PNJ.
4. Dr. Ngo Tan Vu Khanh, Kaspersky Vietnam.

Description:

A company visit designed to provide participants with hands-on exposure to real-world marketing and business transformation practices.

Through guided discussions with corporate leaders, participants will gain practical understanding of marketing innovation, technology adoption, and leadership challenges in today's fast-changing business landscape.



NTU SINGAPORE FACULTY

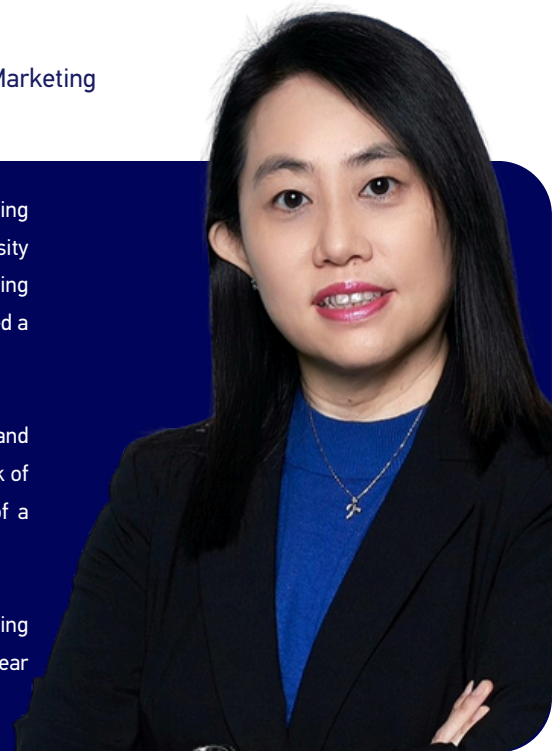
Prof. Sharon Ng

Deputy Dean & Prof, College of Business (Nanyang Business School), Division of Marketing
Director, Nanyang Centre for Marketing & Technology.

Sharon Ng is Professor and Deputy Dean at Nanyang Business School. She is also the Founding Director of Nanyang Centre for Marketing and Technology. She received her Ph.D. from University of Minnesota (USA) and has published in the top marketing journals, such as Journal of Marketing Research, Journal of Consumer Research and Journal of Consumer Psychology. She was named a MSI Young Scholar by the Marketing Science Institute (USA) in 2009.

Currently, Sharon is Co-Editor for International Journal of Research in Marketing (IJRM) and Associate Editor for Journal of Consumer Research (JCR). She is the co-editor of the Handbook of Culture and Consumer Behavior published by Oxford Press in 2015 and was the co-chair of a number of international marketing conferences.

She teaches branding across all levels and was awarded the Nanyang Excellence in Teaching Award in 2009, Teaching Excellence Award (Marketing Division) in 2017 and Teacher of the Year (MSc Marketing and Consumer Insights) in 2020.



Assoc. Prof. Lewis Lim

Associate Professor of Marketing Practice at College of Business (Nanyang Business School), Division of Marketing, CMO Programme - Academic Co-Director.

At NBS, Lewis specializes in teaching Marketing Strategy courses at all levels. Trained in participant-centered learning pedagogy at Harvard Business School, he is an expert in simulation-based teaching and other experiential instruction methods.

His teaching approach typically involves immersing participants in challenging, competitive decision scenarios that call for astute executive judgment and strategic planning, and subsequently drawing useful management lessons from the decision outcomes. For his dedication to student learning and pedagogical innovation, Lewis has received 11 teaching awards since 2010.

In his scholar role, Lewis conducts research on competitive marketing strategy, luxury marketing, and Asian marketing. As a practice-oriented professor, Lewis is active in consulting, executive education, and pro bono advisory work for a number of profit and non-profit organizations in the region.



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Assoc. Prof. Ngo Viet Liem

Associate Professor, UNSW Australia.

Editor-in-Chief of the Australasian Marketing Journal.

Liem Viet Ngo is an Associate Professor of Marketing at UNSW Business School, University of New South Wales, Sydney, Australia. He is the Editor-in-Chief of the Australasian Marketing Journal. His research has appeared in the Journal of the Academy of Marketing Science, Journal of Service Research, International Journal of Research in Marketing, Journal of Product Innovation Management, British Journal of Management, Industrial Marketing Management, among others.

He serves on the Editorial Review Board of Industrial Marketing Management, Journal of Service Theory and Practice, Service Industries Journal, Asia Pacific Journal of Marketing & Logistics, and Journal of Asian Business and Economic Studies. At UNSW Sydney, he is a Faculty Research Ethics Advisory Panel member and a Co-op Academic Mentor. Previously, he held roles as Research Coordinator, Postgraduate Research Coordinator, and Postgraduate Coursework Coordinator. He is also on the Advisory Board of Relationship Marketing for Impact at Griffith University. In 2018, he received an Honorary Doctor of Economics from the University of Economics – Ho Chi Minh City.



Assoc. Prof. Tran Mai Dong

BA- QUT, Australia; MBA-SU, South Korea; Ph.D- WSU, Australia.

Dean of School of International Business & Marketing, UEH Director of Marketing Postgraduate Program, CFVG-MBA Academic Director, CMO Programme Co-Director.

Dr. Mai Dong Tran (BA- QUT, Australia; MBA-SU, South Korea; Ph.D- WSA, Australia) is a senior lecturer, Head of Marketing Postgraduate Program, University of Economics Ho Chi Minh City, Vietnam and visiting lecture at Curtin University, CFVG, ISB, NTU. His current research interests include marketing, higher education management, internationalization, leadership and Sustainability. His research has been published over 50 well-known publications in top peer review journals.

He is a peer reviewer for the Asia Pacific Journal of Marketing and Logistics, Australasian Marketing Journal and Journal of Asian Business and Economic Studies, Asia Pacific Business Review, Management of Environmental Quality, Social Responsibility Journal, Sustainable Development, Journal of Business & Industrial Marketing, Journal of Environmental Planning and Management. In addition, Dr. Mai Dong Tran works as the Associate Editor for the Journal of Asian Business and Economic Studies (Vietnamese version).



UEH & INDUSTRY FACULTY

Ms. Huynh Thi Xuan Lien

Chairwomen of CAF Company, Member of ESG Committee – PNJ.

Vice President of Vietnam Marketing Association.

With over 25 years' experience in marketing and an in-depth understanding of FMCG market, from hair care to dairy, skin care and to beverages, from pure branding to innovation, Lien has been with the top FMCG firms in Vietnam such as LG, Dutch Lady, Unilever and Suntory PepsiCo and retail business like PNJ and CAO Fine Jewelry.

As a passionate person with diverse experience in marketing field and a talent developer, Lien is truly a marketer and a leader, who has worked and lived her job with the whole heart and mind.

Lien is now Vice President of HAWEE (Hochiminh City Association of Women Entrepreneurs and Executives), Vice President of VMA (Vietnam Marketing Association) and Vice President of CSMO Vietnam. Lien is passionate with the community activities, especially the development of young talents and woman leaders as well as sustainability (ESG) agenda.



Dr. Nguyen Vu Thuan

DBA, Asian Institute of Technology (Bangkok) | MBA, Solvay.

CEO - DCG, Former Commercial Merchandise Director Metro Vietnam (Metro Group),
and Commercial Director - Board Member at MM Mega Market Việt Nam

Dr. Nguyen Vu Thuan is a seasoned senior executive and board member with over 20 years of top management experience in commercial modern trade, B2B wholesale & distribution, and retail across MT, GT, HoReCa, and eCommerce channels. He served more than a decade as Commercial Director and Executive Board Member of METRO Vietnam (METRO GROUP), and has since spent over five years training and consulting for leading FMCG and food groups such as Wilmar, Heineken, 7-Eleven, Metro, Sabeco, Hormel, Danish Crown and JM Smucker.

As an adjunct trainer and lecturer, Dr. Thuan has taught in executive programs such as the Chief Digital Officer Program at AIT, focusing on digital business models and customer experience.

He has been recognized academically, including winning first prize in the DBA Research Showcase Vietnam, with his doctoral thesis also honored as one of the best at AIT School of Management.



UEH & INDUSTRY FACULTY

MA. Nguyen Huy Thinh

Managing Director at McDonald's VN

M.A/B.A in Marketing Griffith University, Australia.



He has been in this leadership role since McDonald's first opened in Vietnam. With a robust background in business development and entrepreneurship, Thinh has been instrumental in establishing McDonald's as a prominent fast-food chain in Vietnam since its first outlet opened in Ho Chi Minh City in 2014.

His strategic vision and deep understanding of the Vietnamese consumer landscape have driven the brand's growth, adapting global standards to local tastes and preferences.

A seasoned leader, Thinh has extensive experience in the retail & F&B industries, with a focus on operational excellence and innovation. He is recognized for his ability to navigate complex market dynamics while fostering partnerships and sustainable growth. Thinh's insights into Vietnam's rapidly evolving economy and consumer trends make him a compelling speaker on leadership, retail marketing, market entry strategies, and brand adaptation in emerging markets.

Ms. Hoang Thi Cam Ly

CEO of Viet Tien International Education. Global Business Manager at Mori Healthcare Japan

Digital Transformation Specialist & AI Trainer

She is the CEO of Viet Tien International Education and a distinguished Digital Transformation Specialist. She currently serves as a Global Business Manager for Mori Healthcare Japan and is a Senior Advisor for AI digital transformation solutions at Chatbot Vietnam.

Certified as an AI Trainer for Business (CCAT) by Conductify AI and the U.S. Embassy, Ms. Ly has spearheaded practical digital transformation projects that have improved operational efficiency and increased workforce productivity by up to 40%. She is also an acclaimed Applied AI Instructor on Udemy, where she has mentored over 1,500 professionals in adapting AI concepts for non-technical business environments.

With an academic foundation from the Diplomatic Academy of Vietnam, Ms. Ly specializes in translating complex technologies into clear, actionable strategic solutions. Her expertise lies in facilitating high-level workshops and coaching executive teams to build customized learning journeys, ensuring that AI implementation translates directly into sustainable business growth and competitive advantage.



WHY THIS PROGRAMME

Transform to Strategic C-Suite Marketing Leader

- Develop the vision, mindset, and strategic influence required to lead marketing at the executive level and drive business growth.

Global Expertise with Regional Market Insights

- Co-developed by NTU Singapore and UEH, combining world-class academic excellence with deep understanding of Southeast Asian business landscapes.

Lead AI-Powered, Data-Driven Marketing Organizations

- Integrate AI, analytics, and digital platforms to transform marketing capabilities and make smarter, insight-driven decisions.

Build Your Powerful Executive Network

- Connect with senior marketing professionals and business leaders across industries to exchange ideas, build long-term partnerships and opportunities.

Prestigious Dual Certification

- Receive a Certificate of Completion from NTU Nanyang Business School and a completion certificate from UEH.



WHO SHOULD ATTEND

Participants should have:

- Prior working experience or professional exposure in marketing.
- Fluency in written and spoken English.
- Regional or international exposure is preferred.

01

Chief Marketing Officers (CMOs) and Marketing Directors

Seeking to enhance and knowledge and skills to stay ahead in a fast-evolving marketing landscape.

02

Senior Executives and Business Leaders

Including CEOs, COOs, and functional heads who want to integrate marketing strategy into business growth and digital transformation.

03

Heads of Strategy, Innovation, or Digital Transformation

Aiming to align marketing with innovation and long-term organizational goals.

04

Entrepreneurs, Business Owners

Looking to scale their businesses through strategic marketing and brand development.

05

Rising Marketing Professionals

Preparing to step into executive roles and looking to develop high-level marketing and leadership capabilities.

TIMELINE & SCHEDULE

JUNE

PROGRAMME START DATE

Date: June 27th, 2026

CLASS SCHEDULE

Faculty/ Industry		Course title	Date
1. Prof. Sharon Ng		Module 1: Becoming a next-gen CMO – Vision, role & mindset. Module 2: Building iconic & purpose-driven brands in the age of AI.	27 Jun 2026
2. Assoc. Prof. Lewis Lim		Module 3: Winning markets – Strategic playbook for modern CMOs. Module 4: Strategic thinking and competitive signalling for CMOs.	04 Jul 2026
3. Assoc. Prof. Liem Ngo		Module 5: Navigating consumption paradoxes – Marketing for sustainable growth.	11 Jul 2026
4. Ms. Hoang Cam Ly		Module 6: AI-powered marketing and data-driven decisions.	18 Jul 2026
5. Ms. Huynh T Xuan Lien		Module 7: Brand leadership and corporate communication for strategic impact.	25 Jul 2026
6. Dr. Nguyen Vu Thuan		Module 8: B2B growth strategies in the AI era.	01 Aug 2026
Panel Discussion 1. Assoc. Prof. Tran Mai Dong, UEH: Moderator. 2. Dr. Nguyen Vu Thuan, Metro Group, Vietnam. 3. MA. Nguyen Huy Thinh, Mc Donald's Vietnam. 4. MA. Huynh Thi Xuan Lien, CAF Company / PNJ.		Theme: “Technological Advancement and Strategic Focus: How CMOs Lead in the Digital Transformation Era”	08 Aug 2026
Industry Visit 1. Dr. Nguyen Vu Thuan, Metro Group, Vietnam. 2. MA. Nguyen Huy Thinh, Mc Donald's Vietnam. 3. MA. Huynh Thi Xuan Lien, CAF Company / PNJ. 4. Dr. Ngo Tan Vu Khanh, Kaspersky Vietnam.		1. PNJ (Phu Nhuan Jewelry Joint Stock Company). 2. McDonald's Vietnam (Headquarters or Flagship outlet).	15 Aug 2026

- **Class schedule:** Schedule is subject to changes by NTU & UEH
- **Class hours:** 8AM - 11AM, 1PM - 5PM for NTU classes, 8AM - 10:30AM for UEH & Industry classes
- **Venue:** UEH – Campus B, 279 Nguyen Tri Phuong Street, District 10.
- **Class size:** Limited to 25 participants for optimal interaction.
- **Language of instruction:** English

TUITION FEE & DISCOUNTS

PROGRAMME FEE

VND 100.000.000

~ SGD 5.000

Inclusive of:

- learning materials
- expert-led sessions by international and local faculty
- completion certificate
- tea-breaks
- and exclusive networking opportunities.

DISCOUNT POLICIES

- Tuition Fee Discount: 5% off when payment is completed by June 17th, 2026.
- Group Enrollment Incentives: 5% discount for groups of three participants and 10% for six participants.
- Alumni Privilege: 5% exclusive discount for graduates of HUREDIN and NTU.

* Important Notes: Participants may apply for multiple discounts; however, the total discount will not exceed 10%. June 17th, 2026 is the final deadline to be eligible for any discount.


REGISTRATION & CONTACT

Apply for the CMO Executive Programme today, register easily from your phone!

WE ARE HERE TO HELP

 Hotline: +84 898 338 999

 Email: hr@ueh.edu.vn

 Zalo: +84 898 338 999

