

Building a media product series to celebrate the 10th anniversary of the unit's traditional day - Faculty of Multimedia Communication.

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Abstract: This topic aims to generalize the process of building an effective media product chain for the 10th anniversary of the traditional day of the unit, the Faculty of Multimedia Communication. Through analyzing the context and actual needs, the objective of the topic is to create a comprehensive communication system to enhance the unit's brand awareness. The research method combines theory with experimentation to optimize advertising strategies and media content. It is expected that the implementation of this project will bring great value in building a positive image for the unit in the multimedia market.

Keywords: media product line, traditional day commemoration, communication system, advertising strategy, Faculty of Multimedia Communication