

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: In the competitive context of the media market, this topic aims to build an effective media product series for the Faculty of Multimedia Communication, celebrating the 10th anniversary of the unit's tradition. The goal is to improve awareness and positive feelings about the organization within the community through visual and unique media forms. Through a process of theoretical research combined with experimentation, the topic evaluates the effectiveness of modern communication methods and proposes suitable solutions. The expected results will bring many practical benefits to internal and external marketing activities.

Keywords: media product line, 10th anniversary, Faculty of Multimedia Communication, media effects, marketing solutions