

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

Do Dinh Van

Abstract: This topic is proposed to address the necessity of building an effective media product chain to celebrate the 10th anniversary of the unit's traditional day, especially in the context of the Faculty of Multimedia Communications. The objective of this research is to identify specific requirements and design a comprehensive communication system capable of connecting with a wide audience. The approach used includes both theoretical research on modern communication trends and experimental product implementation based on target audience surveys. Through this, the topic aims to make a significant contribution to enhancing brand image and increasing organizational awareness within the community.

Keywords: media product series, traditional day celebration, Faculty of Multimedia Communication