

Producing a promotional video for Thai Nguyen University of Information and Communication Technology.

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Abstract: In the current development stage of the information technology (IT) industry, building promotional videos is one of the key factors in enhancing the image and reputation of Thai Nguyen University of Information and Communication Technology (ICTU). This project aims to research and design effective advertising strategies through video, while exploring the optimal integration of academic content with practical aspects to create a powerful media product. The methodology includes analyzing the needs of the target audience, conducting market research, and implementing trials with carefully selected images and footage. Through this, the project seeks to provide practical solutions for the University in promoting its image, while contributing to the development of the local educational media industry.

Keywords: Promotional video, Thai Nguyen University of Information and Communication Technology, communication strategy