

市场营销专业培养方案

专业名称与代码：市场营销 120202

专业培养目标：

本专业旨在培养系统掌握行为和管理科学理论及方法、具备运用管理、经济、法律方面的知识和能力、具有国际视野的营销知识和能力、能在企事业单位、政府部门从事市场营销与管理以及在教学科研机构从事教学、科研方面工作的市场营销学科高级专门人才。

专业毕业要求：

1. 掌握市场营销管理科学的基本理论、基本知识；熟悉有关市场营销调查、计划、预测等方面问题的定性和定量分析方法；
2. 了解国家关于市场经济体制下有关市场营销方面的方针、政策、法律和法规；了解国外市场营销发展的新趋势，熟悉我国有关市场营销发展的新动态；
3. 具备运用市场营销基本理论来分析和解决市场营销实际问题的基本能力；应具备市场营销策划、广告策划、企业形象设计等方面的实务能力；
4. 学生能熟练掌握一门外语，具备较强的计算机能力，能熟练、规范使用普通话、规范汉字，且具备一定的口头表达能力和人际沟通能力。

毕业要求实现及途径：

序号	毕业要求	实现途径（教学过程）
1	理论能力：掌握市场营销管理科学的基本理论、基本知识；熟悉有关市场营销调查、计划、预测等方面问题的定性和定量分析方法；	<p>①课堂教学：管理学科（专业）导论、市场营销学、管理学、宏微观经济学、财务管理、高等数学、市场调研、应用统计学等相关课程。</p> <p>②课外学习：市场营销、管理学和经济学理论和分析方法前沿。</p>
2	学习能力：了解国家关于市场经济体制下有关市场营销方面的方针、政策、法律和法规；了解国外市场营销发展的新趋势，熟悉我国有关市场营销发展的新动态；	<p>①课堂教学：国际商务、营销理论前沿专题、国际市场营销、经济法等课程。</p> <p>②课外学习：国际公司营销实务学习。</p>
3	实践能力：具备运用市场营销基本理论来分析和解决市场营销实际问题的基本能力；应具备市场营销策划、广告策划、企业形象设计等方面的实务能力；	<p>①课堂教学：营销情景模拟训练、市场营销专业教学实习、毕业实习等相关课程。</p> <p>②课外学习：国内企业营销部门现场学习和实习。</p>
4	沟通能力：学生能熟练掌握一门外语	① 课堂教学： 大学英语、计算机高级语言课程设计

序号	毕业要求	实现途径（教学过程）
	<p>语，具备较强的计算机能力，能熟练、规范使用普通话、规范汉字，且具备一定的口头表达能力和人际沟通能力。</p>	<p>(VF)、沟通与礼仪等相关课程。 ②课外学习：英语听、读、写课外训练、计算机高级程序认证和沟通礼仪实践学习。</p>

主干学科：工商管理、应用经济学。

专业核心课程：微观经济学、宏观经济学、管理学、市场营销学、消费者行为学、市场研究、企业战略管理、人力资源管理。

主要专业实验：电子商务、应用统计学B、管理信息系统、生产与运作管理。

主要实践性教学环节：教学实习、营销情景模拟综合训练、毕业实习、毕业论文等。

修业年限：四年。

授予学位：管理学学士。

相近专业：工商管理、经济学、国际经济与贸易。

Program For Marketing

Specialty and Code: Marketing 120202

Education Objective:

This major fosters students to acquire a solid grasp of behavior and management science theory and method, to foster students with the basic knowledge of management, economics and relevant laws, and also their applications, to have an international view on marketing knowledge and capability, and capabilities of working in enterprises and government, universities and scientific research institutions on marketing management and business administration after graduation.

Graduation Requirements:

1. To grasp basic theories and knowledge of marketing management; to grasp the quantitative and qualitative approaches to market research, market planning and market forecasting;
2. To know about government policies, regulations and laws in the related areas; to grasp the skills to find out the latest development in theoretical and practical marketing management;
3. To possess the capabilities of using the basic theories to analyze and solve practical problems; to possess the practical abilities of planning, designing and implementation;
4. To master a foreign language, and computer operation skills, communications and interpersonal skills.

Graduation requirements and ways to achieve:

No.	Graduation requirements	Ways to achieve (teaching process)
1	Knowledge Capability: to grasp basic theories and knowledge of marketing management; to grasp the quantitative and qualitative approaches to market research, market planning and market forecasting.	<p>①Classroom Teaching: Introduction to Management Discipline, Marketing, Management, Macro & Micro Economics, Financial Management , Advanced Mathematics, Market Research, Applied Statistics, etc.</p> <p>②Out-of-class Learning: The cutting-edge theories and methodologies of Marketing, management, and economics.</p>
2	Learning Capability: to know	① Classroom Teaching: International Business, Special

No.	Graduation requirements	Ways to achieve (teaching process)
	about government policies, regulations and laws in the related areas; to grasp the skills to find out the latest development in theoretical and practical marketing management.	Topics of Theoretical Frontier in Marketing, International Marketing, Economic Law, etc. ② Out-of-class Learning: Studying Marketing Practices of International Companies.
3	Practice Capability: to possess the capabilities of using the basic theories to analyze and solve practical problems; to possess the practical abilities of planning, designing and implementation.	① Classroom Teaching: Marketing Scenario Simulation, Teaching Practice, Practice for Graduation, etc. ② Out-of-class Learning: Practice and Learning in Marketing Department of Chinese Companies.
4	Communication Capability: to master a foreign language and computer operation skills, communications and interpersonal skills.	① Classroom Teaching: College English, Advanced Computer Language (VF), Protocol and Public Relations, etc. ② Out-of-class Learning: The After-class Training of English Listening, Reading, Writing, Advanced Computer Language Certification, and Practice of Protocol and Public Relations.

Major Disciplines: Business Administration, Applied Economics.

Main Courses: Microeconomics, Macroeconomics Management, Marketing, Statistics, Market Research, Consumer Behavior management, Corporate Strategy Management and Human Resources Management.

Lab Experiments: E-Commerce, Applied Statistics B, Management Information System, Production and Operations Management.

Practical Work: Comprehensive practice in marketing scenarios simulation, graduation practice and graduation thesis etc.

Duration: Four years.

Degree Granted: Bachelor of Management.

Related Specialties: Business Administration, Economics, International Economics and Trade.

市场营销专业课程教学计划表

Course Descriptions of Marketing

课程类别 Classification	课程编号 Code	课程名称 Course Name	学分 Crts	学时 Hrs	学时分类 Class Hours		先修课程 Prerequisite courses	学期学分分配 Semester Credits										
					讲课 Lec.	实验 Lab.		一	二	三	四	五	六	七	八			
								1st	2nd	3rd	4th	5th	6th	7th	8th			
通识教育课 Liberal Education Courses	必修 Compulsory	11706200	马克思主义基本原理 Principles of Marxism	3	48	48			3									
		11706500	毛泽东思想与中国特色社会主义理论体系概论 Introduction to Mao Tse-tung Thought and the Theoretical System of Socialism with Chinese Characteristics	4	64	64				4								
		11711800	中国近现代史纲要 The Essentials of Modern Chinese History	2	32	32					2							
		120002*0	思想道德修养与法律基础 Morality Education and Fundamentals of Law	3	48	48			1.5	1.5								
		113076*0	体育 Physical Education	4	144	144			1	1	1	1						
		109116*0	大学英语 College English	12	192	192			3	3	3	3						
		11904200	计算机高级语言程序设计 (VF) Advanced Computer Language (VF)	3.5	56	40	16			3.5								
		20805300	管理学科（专业）导论 Introduction to Management Discipline	1	16	16			1									
		14300100	军事理论 Military Theory	2	32	32			2									
		选修 Elective	总计 12 学分，含创新创业选修课学分，跨学科选修课不低于 6 学分		12	192												
	小计 Sum		46.5	824	616	16		11.5	13	6	4	0	0	0	0	0	0	
学科基础课 Disciplinary Fundamental Courses	212127*2	高等数学 B Advanced Mathematics B	10	160	160			4	6									
	21212802	线性代数 B Linear Algebra B	2.5	40	40					2.5								
	21213502	概率论与数理统计 B Probability and Mathematics Statistics B	2.5	40	40					2.5								
	20805200	管理学 Management	3	48	48			3										
	20826802	会计学 B Accounting B	2.5	40	36	4				2.5								
	20835001	市场营销学 A Marketing A	2.5	40	40				2.5									

课程类别 Classification	课程编号 Code	课程名称 Course Name	学分 Cr	学时 Hrs	学时分类 Class Hours		先修课程 Prerequisite courses	学期学分分配 Semester Credits										
					讲课 Lec.	实验 Lab.		一	二	三	四	五	六	七	八			
								1st	2nd	3rd	4th	5th	6th	7th	8th			
	21006702	微观经济学 B Microeconomics B	2.5	40	40			2.5										
	20815502	宏观经济学 B Macroeconomics B	2.5	40	40				2.5									
	20831602	财务管理 B Financial Management B	2	32	32						2							
	20802400	电子商务 E-Commerce	2.5	40	28	12					2.5							
	20817402	应用统计学 B (后半学期) Applied Statistics B	3	48	36	12					3							
	20814100	运筹学 Operations Research	3	48	48						3							
	20805100	管理信息系统 Management Information System	3	48	32	16					3							
	21705200	经济法 Economic Law	2	32	32						2							
	21712500	组织行为学 Organizational Behavior	2	32	32						2							
	20831700	企业战略管理 Corporate Strategic Management	2	32	32						2							
	20831800	人力资源管理 Human Resources Management	2	32	32							2						
	20811400	生产与运作管理 Production and Operations Management	2.5	40	36	4						2.5						
	小计 Sum		52	832	784	48	0	7	11	13	16.5	4.5	0	0	0	0	0	
专业主干课 Main Specialty Courses	20831900	品牌管理 Brand Management	2	32	32								2					
	20812800	消费者行为学 Consumer Behavior Management	2	32	32							2						
	20811700	市场调研 Market Research	2	32	32								2					
	20832000	服务营销与客户关系管理 Services Marketing and Customer Relationship Management	2	32	32							2						
	20814000	营销渠道管理 Sales Distribution Management	2	32	32							2						
	20805400	广告管理 Advertisement Management	2	32	32							2						
	20832100	营销策划 Marketing Planning	2	32	32									2				
	20812900	销售管理 Sales Management	2	32	32									2				
	20813800	营销理论前沿专题 Special Topics of Theoretical Frontier in Marketing	2	32	32											2		
	小计 Sum		18	288	288	0	0	0	0	0	0	8	8	2	0	0	0	0

课程类别 Classification	课程编号 Code	课程名称 Course Name	学分 Crs	学时 Hrs	学时分类 Class Hours		先修课程 Prerequisite courses	学期学分分配 Semester Credits										
					讲课 Lec.	实验 Lab.		一 1st	二 2nd	三 3rd	四 4th	五 5th	六 6th	七 7th	八 8th			
专业选修课 Specialty Elective Courses		具体见专业选修课列表	22	352														
合计 Sub-total			138.5	2296	1688	64		18.5	24	19	20.5	12.5	8	2	0			
实践环节 Practical Work	44300200	军事训练 Military Training	2	2周				2										
	41920100	计算机高级语言课程设计 (VF) Course Design for Advanced Computer Language (VF)	1.5	1.5周					1.5									
	40827300	营销情景模拟训练 Marketing Scenario Simulation	3	3周												3		
	40827400	市场营销专业教学实习 Teaching Practice	2	2周										2				
	40827100	毕业实习 Practice for Graduation	9	9周														9
	40827200	毕业论文 (设计) Thesis for Graduation	9	9周														9
	小计 Sum			26.5	26.5周	0	0		2	1.5	0	0	0	2	3	18		
创新创业学习学分 Autonomous Learning	ZZ35000S	社会调查 Social Investigation	2															
		其他(学科竞赛、发明创造、科研报告) Others (Contest, Invention, Innovation and Research Presentation)	3															
	小计 Sum		5															
总计 Total			170	2296+26.5周	1688	64		20.5	25.5	19	20.5	12.5	10	5	18			
可开出专业选修课列表 Specialty Elective Courses	20807300	价格学 Price Theory	2	32	32							2						
	20805802	国际市场营销 B International Marketing B	2	32	32							2						
	20808300	零售管理 Retail Management	2	32	32							2						
	20833400	供应链与物流管理 Supply Chain & Logistic Management	2	32	32							2						
	21004102	金融学 B Finance B	2	32	32							2						
	20801800	创业管理 Entrepreneurship Management	2	32	32							2						
	20826300	沟通与礼仪 Protocol and Public Relations	2	32	32							2						

课程类别 Classification	课程编号 Code	课程名称 Course Name	学分 Crs	学时 Hrs	学时分类 Class Hours		先修课程 Prerequisite courses	学期学分分配 Semester Credits										
					讲课 Lec.	实验 Lab.		一	二	三	四	五	六	七	八			
								1st	2nd	3rd	4th	5th	6th	7th	8th			
	20811000	商务谈判 Business Negotiation	2	32	32									2				
	20832200	技术经济学 Technical Economics	2	32	32										2			
	20801700	创新管理 Innovation Management	2	32	32										2			
	20819500	推销学 Sale Promotion	2	32	32										2			
	21004702	经济预测与决策 B Economic Forecast and Decision Making B	2	32	32										2			
	20102100	地球科学概论 Introduction of Geosciences	2	32	32										2			
	20815000	资源品营销 Minerals Marketing	2	32	32										2			
	20814600	珠宝营销 Jewellery Marketing	2	32	32										2			
	20808400	领导与团队技巧 Skills of Leadership and Team Building	2	32	32										2			
	20810600	企业伦理 Business Ethics	2	32	32										2			
	20819802	国家税收 B State Revenue B	2	32	32									2				
	20832300	国际商务 International Business	2	32	32									2				
	2082620E	技术创新的战略管理 (全英) Strategic Management of Technological Innovation	2	32	32									2				

注： 通识教育选修课学分和创新创业自主学习学分未列入具体学期。

市场营销专业课程分类统计

	通识教育课程 Liberal Education Courses		学科基础课 Disciplinary Fundamental Courses	专业主干课 Main Specialty Courses	专业选修课 Specialty Elective Courses	实践环节 Practical Work	创新创业自主学习 Autonomous Learning	学时总计 Total Hour	学分总计 Total Credits
	必修	选修							
学时/ 学分	632/34.5	192/12	832/52	288/18	352/22	26.5 周 /26.5	5	2296+26.5 周	170
学分所占比例	27.35%		30.59%	10.59%	12.94%	15.59%	2.94%		100%