

广东财经大学国际学生·全日制本科市场营销专业教学计划·2017版

GDUFE Curriculum of Marketing for Full-time Undergraduate International Students

****Issued in 2017****

Length of Study: 3-7 academic years

Total Credits: 104

Degree: Bachelor of Management

一上, 总学分: 17 1 st Semester of the First Academic Year, 17 credits		一下, 总学分: 19 2 nd Semester of the First Academic Year, 19 credits	
课程名称 Courses	Credits	课程名称 Courses	Credits
中国概况 A Survey of China	4	中国特色社会主义理论与实践 Theory and practice of Socialism with Chinese Characteristics	3
初级公共汉语 Elementary Chinese	6	中级公共汉语 Intermediate Chinese	6
高等数学 I Advanced Mathematics I	4	高等数学 II Advanced Mathematics II	4
管理学 Management	3	微观经济学 Microeconomics	3
二上, 总学分: 16 1 st Semester of the Second Academic Year, 16credits		二下, 总学分: 16 2 nd Semester of the Second Academic Year, 16 credits	
课程名称 Courses	Credits	课程名称 Courses	Credits
高级公共汉语 Advanced Chinese	6	商务汉语 II Business Chinese II	4
商务汉语 I Business Chinese I	4	会计学 Accounting	3
宏观经济学 Macroeconomics	3	统计学 Statistics	3
战略管理 Strategic Management	3	商法 Commercial Law	3
		消费者行为 Consumer Behavior	3

三上, 总学分: 15 1st Semester of the Third Academic Year, 15 credits		三下, 总学分: 15 2nd Semester of the Third Academic Year, 15 credits	
课程名称 Courses	Credits	课程名称 Courses	Credits
市场研究 Marketing Research	3	管理科学研究方法 Research Methods of Management Science	3
分销渠道管理 Distribution Channel Management	3	市场营销专业综合实验课 Integrated Experiment in Marketing	3
服务营销 Service Marketing	3	全球营销管理 Global Marketing Management	3
奢侈品营销(选修) Luxury Product Marketing (optional)	3	公共关系学(选修) Public Relations (optional)	3
广告策划与管理(选修) Advertisement Planning and Management (optional)	3	营销策划(选修) Marketing Planning (optional)	3
四上, 总学分: 9 1st Semester of the Fourth Academic Year, 9 credits		四下, 总学分: 6 2nd Semester of the Fourth Academic Year, 6 credits	
课程名称 Courses	Credits	课程名称 Courses	Credits
整合营销传播 Integrated Marketing Communication	3	毕业实习 Graduation Internship	2
物流与电商(选修) Logistics and E-commerce (optional)	3	毕业论文 Degree Thesis	4
新媒体营销传播(选修) Marketing Communication via New Media (optional)	3		