Marketing Introduction

1. Program Aim

The program supplies round training of moral, intellectual, physical, and aesthetic abilities for the undergraduate students. We help students develop strong operational capacity, comprehensive high quality, innovative entrepreneurship, and the pioneering spirit based on solid foundation and wide knowledge by application-oriented teaching at an internationally competitive level. This program enables students to become effective marketing managers or academic researchers by equipping them with the necessary marketing, management, economic, legal and other related professional knowledge.

2. Program Duration: 4-year undergraduate program

3. Degree : Bachelor of Marketing

4. Minimum Number of Credit Units Required for the Award

The students are required to obtain 155 credit units (do not contain extracurricular credit units), including 50 credit units for liberal compulsory courses, 9 credit units for liberal optional courses, 47 credit units for discipline foundation courses, 30 credit units for professional compulsory courses, 8 credit units for professional limited optional courses, and 11 credit units for comprehensive application courses; meanwhile, the students must obtain 10 credit units for extracurricular quality development courses, and attend "college health education classes".

5. Special Requirements for Hong Kong, Macao and Taiwan Students

According to the provisions of the Education Department, Hong Kong, Macao and Taiwan students do not need to attend the courses in "National Defense Education" and "Ideological and Political Theory Courses". The remaining courses should be attended in strict accordance with the designed semester, credit hours and other requirements of the program.

6. Special Requirements for International Students

According to the provisions of the Education Department, international students do not need to attend the courses in "National Defense Education". Ideological and political theory courses are compulsory courses for foreign students in philosophy, political science and economics majors, while foreign students in other disciplines are exempt. "Chinese" and "Chinese General" are the compulsory courses for foreign students accepted by the Academic Education. The remaining courses should be attended in strict accordance with the designed semester, credit hours and

other requirements of the program.

7. Teaching Schedule

Table 1 The Required Credits for Marketing

Course Type	Course Nature	Due Credit	Due Credits for Each Term								Total
			1	2	3	4	5	6	7	8	
Public Courses	compulsory	50	14.5	9	6	5	9	6.5	0	0	50
	Limit	9	0	1	1	1	2	2	2	0	9
Discipline-Based Courses	compulsory	47	4	10	13	14	6	0	0	0	47
Specialized Courses	compulsory	30	1	0	0	2	10	12	5	0	32
	Limit	8	0	0	0	0	2	6	0	0	8
Comprehensive Application Courses	compulsory	11	0	1	0	1	0	2	2	5	11
Total		155	19.5	21	20	23	29	28.5	9	5	155

Table 2: The Teaching Program Schedule of Marketing

Course Category	Course Nature	Course Type	Course Identifier	Course Name	Credit	Weeks for Studying	Total Credit	Allocation of Hours			Allocation of Each Term by Weeks								Way of Assessment
								Lecturing	Experiment	Practice	1	2	3	4	5	6	7	8	
											15	16	16	16	16	16	16	15	
Public Courses	☆ Compulsory	EOND	140471	Military Theory (military training included)	1.0	15	15	15	0	0	1								☆
		TOIAP	140193	Fundamental Principles of Marxism	3.0	15	45	30	0	15	3								★
			140464	Moral Integrity and Fundamentals of Law	4.0	16	64	48	0	16		4							★
			140222	An Outline of Chinese Modern History	2.0	16	32	32	0	0				2					★

			Code	Course	Credits	Weeks	Total				Sem1	Sem2	Sem3	Sem4	Sem5	Sem6		
	★		140473	Introduction to Mao Zedong Thoughts and Socialist Theoretical System With Chinese Characteristics I	3.0	16	48	32	0	16			3					★
	★		140483	Introduction to Mao Zedong Thoughts and Socialist Theoretical System With Chinese Characteristics II	3.0	16	48	32	0	16				3				★
	☆		140242	Situation ad Policy	2.0	16	32	32	0	0					2			☆
		Language and Skills I	121542	College Chinese	2	15	30	30	0	0	2							★
	★		119612	Foundations of Computer Application	2	15	30	8	22	0	2							★
			121552	Practical Writing	2	16	32	32	0	0		2						★
		Language and	090834	College English IIIa	4	15	60	60	0	0	4							★

	Code	Course Name	Credits	Weeks					S1	S2	S3	S4	S5	S6	S7		Mark
Skills II	090864	College English IIb	4	15	60	60	0	0	4								★
	090844	College English IVa	4	16	64	64	0	0		4							★
	090874	College English IIIb	4	16	64	64	0	0		4							★
	090884	College English IVb	4	16	64	64	0	0			4						★
	180264	English-Chinese/Ch-Eng Translation	4	16	64	64	0	0			4						★
	180412	Academic English	2	16	32	32	0	0					2				★
Education of Health	400015	Career Development and Planning	0.5	8	8	8	0	0	1								☆
	130452	Physical Education I	2	15	30	30	0	0	2								☆
	130462	Physical Education II	2	16	32	32	0	0		2							☆
	140611	Mental Health Education	1	16	16	16	0	0	1								☆
	130472	Physical Education III	2	8	32	32	0	0						4			☆
	130482	Physical	2	8	32	32	0	0							4		☆

				Code	Course	Credit	Weekly Hours	Total Hours	Lecture	Experiment	Practice	S1	S2	S3	S4	S5	S6	Mark
					Education IV													
		☆		400025	Careers Advisory Service	0.5	8	8	8	0	0					1		☆
Total						50		786	701	22	63	15	9	6	5	11	9	
	Limit	☆	Public Courses	990032	General Selective I	1	16	16	16	0	0	1						☆
		☆		990062	General Selective II	1	16	16	16	0	0		1					☆
		☆		990072	General Selective III	1	16	16	16	0	0			1				☆
		☆		000001	Humanities	2	16	32	32	0	0				2			☆
		☆		000002	Natural Science	2	16	32	32	0	0					2		☆
		☆		000003	Research Methodology	2	16	32	32	0	0						2	☆
Total						9		144	144			1	1	1	2	2	2	
Discipline-Based Courses	Compulsory		Discipline-Based Courses	100214	Calculus I	4	15	60	60	0	0	4						★
				109415	Calculus Ia	5	15	75	75	0	0	5						★
				109425	Calculus Iia	5	16	80	80	0	0		5					★
				010013	Management	3	16	48	48	0	0		3					★

			061083	Microeconomics	3	16	48	48	0	0		3						★
			100024	Calculus II	4	16	64	64	0	0		4						★
			012013	Marketing	3	16	48	40	8	0			3					★
			028013	Accounting	3	16	48	48	0	0			3					★
			061093	Macroeconomics	3	16	48	48	0	0			3					★
			109235	Linear Algebra a	5	16	80	80	0	0			5					★
			101044	Linear Algebra	4	16	64	64	0	0			4					★
			109445	a Probability and Mathematical Statistics a	5	16	80	80	0	0				5				★
			020043	Financial Management	3	16	48	48	0	0				3				★
			030292	Taxation System of China	2	16	32	32	0	0				2				★
			056183	Finance	3	16	48	48	0	0				3				★

Category		Course Type	Code	Course Name	Credits		Total Hours	Lecture	Experiment		S1	S2	S3	S4	S5				Mark
			105014	Probability and Mathematical Statistics	4	16	64	64	0	0				4					★
			112012	Management Information System	2	16	32	32	0	0				2					★
			109445	Probability and Mathematical Statistics a	5	16	80	80	0	0				5					★
			040013	Statistics	3	16	48	48	0	0					3				★
			070343	Economic Law	3	16	48	48	0	0					3				★
Subtotal					47		748	740	8		4	10	13	14	6				
Specialized Courses	Compulsory	Specialized Courses	019641	Introduction to Specialty of Marketing	1	5	15	15	0	0	3								☆
			014012	Human Resource Management	2	16	32	32	0	0				2					★
			012022	Marketing Research	2	16	32	32	0	0					2				★
	☆		019442	Experiment of ERP Software	2	8	32	0	32	0					4				☆

			Code	Course																	
				I (Supply Chain System)																	
	☆		360102	Experiment of ERP Software II	2	8	32	0	32	0						4					☆
	★		010032	Retailing	2	16	32	28	4	0						2					★
	★		012032	Consumer Behavior	2	16	32	32	0	0						2					★
	★		012172	Service Marketing	2	16	32	32	0	0							2				★
	★		012042	Distribution Channel Management	2	16	32	32	0	0							2				★
	☆		012342	Comprehensive Experiment for Marketing Specialty	2	16	32	32	0	0							2				☆
	☆		360093	Simulation of Firm's Behavior	3	12	48	0	48	0							4				☆
	★		010832	Business Ethics	2	16	32	32	0	0							2				★
	☆		010533	Entrepreneurship	3	16	48	48	0	0						3					☆

		Code	Course														
	☆	010451	Academic Paper Writing	1	8	16	16	0	0							2		☆
★		010042	Strategic Management	2	16	32	32	0	0							2		★
★		012052	Integrated Marketing Communication	2	16	32	32	0	0							2		★
			Subtotal	30		479	363	116			3			2	14	13	6	
Limits	☆	016032	Supply Chain Management	2	16	32	32	0	0				2					☆
	☆	010882	Luxury Goods Marketing	2	16	32	32	0	0						2			☆
	☆	012062	Global Marketing Management (Bilingual)	2	16	32	32	0	0						2			☆
	☆	012182	New Product Development and Management	2	16	32	32	0	0						2			☆
	☆	012072	Public Relations	2	16	32	32	0	0						2			☆
	☆	012162	Selling Management	2	16	32	32	0	0							2		☆

			Code	Course	Credits	Total Hours	Lecture													
			010842	B-to-B Marketing	2	16	32	32	0	0							2			☆
			010852	Brand Marketing	2	16	32	32	0	0							2			☆
			010862	Business Models and e-Marketing	2	16	32	32	0	0							2			☆
			010872	New Media Marketing Communication	2	16	32	32	0	0							2			☆
			010462	Marketing Planning	2	16	32	32	0	0							2			☆
			012112	Advertising Planning and Management	2	16	32	32	0	0							2			☆
			012142	判 Business Negotiation	2	16	32	32	0	0							2			☆
		Subtotal			8		128	128								2	6			
Comprehensive Application Courses	Compulsory	Application Courses	019321	Social Investigation I	1	3	0	0	0	0		0								☆
			019331	Social Investigation II	1	3	0	0	0	0				0						☆
			017031	Annual Research Paper	1	0	0	0	0	0							0			☆

Code	Course																		
019311	Industrial Survey	1	3	0	0	0	0							0			☆
360232	Graduation Field Work (In-Campus Comprehensive Simulation)	2	5	120	0	120	0								0		☆
017043	Dissertation/Design	3	5	0	0	0	0									0	☆
019452	Graduation Field Work (Out-Campus Field Work)	2	10	0	0	0	0									0	☆
Total		11		120		120											

Note:

★: Examination

☆: Investigation