

市场营销 Marketing

一、培养目标 Training Objectives

市场营销专业旨在培养适应现代市场经济需要，具有人文精神、科学素养和诚信品质，系统掌握现代管理理论、市场营销专业理论知识、方法和技能，具有国际化视野、创新意识、职业素养和敬业精神、团队精神，具有从事工商企业及非赢利组织营销工作或理论研究和教学能力的高素质应用型人才。

This major aims to cultivate high-qualified practical talents who meet the needs of the modern market economy, have humanistic spirit, scientific literacy and the quality of integrity, systematically master modern management theory, professional marketing theory, methods and skills, have international vision, innovative awareness, professional sensitivity and dedication, and team spirit, possess the ability to be engaged in marketing or theoretical research in industrial and commercial enterprises and non-profit organizations and have teaching ability.

二、基本规格 Basic Specifications

本专业学生在系统地掌握经济学、管理学、行为科学、数学以及计算机等学科能力的基础上，能够熟练掌握市场营销学及营销管理的基本原理；具备市场调查、预测、分析能力，销售推进、管理与决策能力，具有较强的营销策划与管理、市场开拓和典型行业营销技能的运用能力等，具有从事商务谈判、公共关系营销以及广告策划的能力。本专业学生还具有较强的自学能力和知识更新能力；掌握一门外国语，具备一定的听、说、读、写能力；能熟练掌握资料查询、文献检索及运用现代信息技术，具备专业论文写作能力。此外，本专业学生还应掌握专业以外的人文社会科学、自然科学等方面的基础知识，具有较宽厚的文化修养和高尚的审美意识与能力。

Students are required to systematically master the knowledge of Economics, Management, Behavioral Science, Mathematics, and Computer Science, have a good command of the basic principle of Marketing and Marketing Management, possess the ability in market research, forecasting, analysis, sales promotion, management, decision-making, marketing planning and management, market development, and the competence in applying marketing skills of typical industries, and has the ability to engage in business negotiation, public relations and advertising planning. They are also required to have strong ability in self-learning and updating knowledge, master a

foreign language with skills in listening, speaking, reading and writing, proficiently master the skills in data query, document retrieval and the application of modern information technology and professional writing. Besides, they are also required to have the basic knowledge of humanities, social science and natural science beyond the profession, and having an extensive cultural accomplishment and noble aesthetic consciousness and ability.

三、学制与学位 Length of Schooling and Degree

1. 学制与修业年限 Length of schooling & Study duration

标准学制为四年，在校修业年限四年制为 3-6 年。

The standard length of schooling is four years. Study duration can be 3-6 years.

2. 最低毕业学分和授予的学位

Minimum Credits for Graduation and the Degree Awarded

最低毕业总学分为 160 学分，授予管理学学士学位。

The minimum credits required for graduation is 160 credits; Bachelor's Degree in Management will be awarded.

四、主干学科和主要课程 Main Subjects and Main courses

主干学科：管理科学与工程学、应用经济学、工商管理

Main Subjects: Management Science and Engineering, Applied Economics, Business Management

核心课程：市场营销学、消费者行为学、市场调研与预测、渠道管理、营销策划、品牌管理

Core courses: Marketing, Consumer Behavior, Market Research and Forecasting, Channel Management, Marketing Planning, Brand Management

学位课程：大学英语 I - II，市场营销学、消费者行为学、市场调研与预测。学生修读学位课程的学分绩点须达到《湖州师范学院学士学位授予条例》中规定的最低要求，且学位课程考试不得低于 70 分，方可获得学士学位。

Degree courses: College English I - II, Marketing, Consumer Behavior, Market Research and Forecasting. Students who take degree courses must meet the minimum requirement for credit point specified in the *Regulations on Bachelor's Degrees of Huzhou University*, and the examination score for degree courses shall be no less than 70 points; thus he/she can obtain a Bachelor's Degree.