

市场营销专业招生宣传

Enrollment Publicity of Marketing

(一) 市场营销专业介绍:

(一) Introduction to Marketing

培养目标:

本专业旨在培养具有现代营销理念, 具备综合运用相关知识发现、分析和解决营销实际问题的能力, 以及一定的汉语交际能力与汉语翻译能力, 了解中国文化和中华历史传统, 能够参与并促进中国与其所在国之间友好合作关系, 并能较熟练地从事市场调研、营销策划、广告策划、销售管理等营销业务及管理工作的应用型人才。

Training Objectives:

We aim at cultivating application-oriented talents who are equipped with the following features: having the concept of modern marketing, and the ability to find out, analyze and solve marketing problems as well as broad international vision; Mastering Chinese communication and translation skills; understanding Chinese culture and history and being able to promote international cooperation; being capable of marketing operations such as market research, marketing planning, advertising planning and marketing management, etc.

Duration:

4 Years

Fee Structure:

24,000RMB per year

Scholarship Types:

Type B Scholarship:

9,000/9,800 RMB deduction of tuition fees each year from the 1st to the 4th year. In the following years, your scholarship will be offered based on your performance.

Type C Scholarship:

9,000/9,800 RMB deduction of tuition fees each year from the 2nd to the 4th year. In the following years, your scholarship will be offered based on your performance.

主要课程:

管理学、微观经济学、宏观经济学、市场营销学、国际市场营销、统计学原理、基础会计学、消费心理学、广告策划、公共关系学、市场营销调研、电子商务、网络营销、客户关系管理、企业营销策划、推销原理与技巧等。

Main Courses:

Management, Economics, Marketing, International Marketing, Principle of Statistics, Basic Accounting, Advertising Planning, Public Relations, Marketing Research, E-commerce, Network Marketing, Customer Relation Management, Marketing Planning, Principle and Technique of Marketing

基本技能:

主要包括市场调研与预测能力、营销策划能力、商品推销与商务谈判能力以及基本的管理能力等几种。学生可以独立从事市场调查活动,有创造性地组织参与产品策划、广告策划、品牌策划等各种策划活动,能够熟练运用谈判策略与技巧开展人员推销,并对中间商、推销队伍以及客户管理进行有效的管理。

Basic Skills:

Basic skills mainly include the ability of market research and prediction, marketing planning, goods promoting, and business negotiation. Being able to carry out market research independently, organize and participate in product marketing, advertising marketing, and brand marketing effectively. Being skillful in personnel marketing by adopting negotiation strategies and techniques; And being capable of effective management of middlemen, marketing staff and customers.

就业前景:

市场营销专业毕业生发展前景广阔。毕业生可以从事市场调研、营销策划、广告策划、市场开发、营销管理、推销服务和教学科研等工作,也可在国内外高校及研究机构中继续深造。还可以在工商、外贸、金融、保险、证券、旅游、房地产等企事业单位从事企业营销管理、客户资源管理、网络营销管理、营销诊断、市场调查和咨询等工作。

Employment Prospect:

Graduates of marketing enjoy broad prospect in career development. They can work on market research, marketing planning, advertising planning, market development, marketing management, marketing service, teaching and academic research. They can also engage in marketing management, customer resource management, network marketing management, marketing diagnosis, and market research and consultation in enterprises of commerce, foreign trade, finance, insurance, security, tourism and real estate.

(二) 核心课程介绍:

(二) Introduction to Core Curriculum:

市场营销学

《市场营销学》是本专业的学科基础课,是一门建立在经济科学、行为科学、管理科学和现代科学技术基础之上的应用科学。通过本课程的教学,使学生比较全面系统地掌握市场营销学的基本理论、基本知识、基本技能和方法,充分认识在经济全球化背景下加强企业营销管理的重要性,了解分析市场营销环境、研究市场购买行为、制定市场营销组合策略、组织和控制市场营销活动的基本程序和方法,培养和提高正确分析和解决市场营销管理问题的实践能力,以使能够较好地适应市场营销管理工作实践的需要。在教学实践中,课堂讲授与案例分析相结合,借助课堂讨论、计算机模拟、社会实践、市场调查、营销策划、营销咨询与培训等多种形式,培养学生的营销知识应用能力、营销决策能力和营销创新能力。

Marketing

Marketing is a basic course for the major marketing. It is an applied science based on economic science, behavior science, management science and modern science and technology. This course enables undergraduates to grasp the basic theories, techniques and methods of marketing systematically and comprehensively, gives them insights into the importance of enterprise marketing in a global economy. In addition, this course offers access to basic procedures and methods to analyze marketing environment, research purchasing behavior, make marketing strategies, organize and control marketing activities cultivate and improve their practical ability to solve problems

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involving marketing management, so that graduates can satisfy the requirements of relative positions.

经济学

《经济学》是市场营销专业的学科基础课程。主要讲述社会经济活动的基本经济理论和基本经济常识，主要内容包括：微观经济学、宏观经济学的基本内容。让学生能掌握市场经济条件下经济活动与管理活动的一般原理与方法，能实际运用经济学的原理、知识和方法，能正确的认识、理解社会经济活动中的各种经济现象、经济问题。该课程主要用课堂讲授、案例分析等教学方法。本课程教学主要采用老师讲授和课堂讨论相结合的方法，注重理论联系实际；注重现代化教学手段的应用，以及开放式教学方法的应用，帮助学生最大限度地实现学习的目标。

Economics

Economics is a basic course of marketing. It mainly involves basic economic theories and economic common sense including Micro Economics and macro Economics. This course enables students to grasp general principles and methods of economy and management activities in a market economy and understand economic phenomenon and problems correctly. Combining lecturing and class discussion, this course attaches great importance to practice and application of methods to achieve the teaching objectives.

管理学

《管理学》本课程为市场营销专业学科基础课程。主要讲述管理的各项职能、管理的组织、领导与激励、绩效考核等内容。通过学习让学生具备在商务活动中的各项管理能力，为学生的后续发展打下基础。该教学形式主要是课堂讲解及案例分析相结合，实训课到校外实习基地进行相关的管理活动。通过本课程学习，使学生了解企业或其它经济组织管理的有关原理和方法，按管理基本概念、基本理论、管理职能、管理原则、管理方法和技巧等知识和技能模块展开管理的实际操作，注重理论和实践、方法和应用相结合。

Management

Management is a basic course of this major. It mainly involves management functions and organizations, leadership and inspiration and performance assessment. This course lays a foundation for students' further development by grasping basic theory function, principles, methods and techniques of management in commercial activities. This class combines explanation and case study, theory and practice and methods and application.

公共关系学

《公共关系学》是市场营销专业的专业必修课，主要阐述了经济活动中公共关系的基本理论和操作技巧，是开展企业管理活动必须具备的知识。其内容包括：公共关系的涵义、公共关系的形成与发展、公共关系的职能、公共关系的主体——社会组织、客体——公众、手段——传播，公共关系的工作程序（公关调查、公关策划、公关实施、公关评估）、公共关系活动、公共关系社交礼仪等。通过本课程的学习，了解组织、公众各自的相关情况，树立组织形象的方法，组织与公众沟通的手段和技巧，现代公共关系基本理论和基本知识在社区管理中的应用。

Public Relations

Public Relations is a compulsory course of marketing. It mainly introduces basic theories and operational

techniques of public relations in economic activities. It contains concepts, formation and development, functions, subject, methods and procedures, activities and etiquettes of public relations. Taking this course, students will learn about conditions of organizations and the public, methods to develop a positive image of organizations, techniques to communicate with the public, basic theories of modern public relations and the application in community management.

推销原理与技巧

《推销原理与技巧》是市场营销专业的核心课程。本课程以推销人员典型工作任务的要求和推销工作的具体过程为依据设计了基本素质训练、专项能力训练、综合能力训练三大模块，基本素质训练主要是训练学生具有推销意识；专项技能训练是训练学生推销工作过程的必备技能，综合技能训练增加店堂推销、推销服务与管理三个内容。按照“模拟—讨论—讲解—演练”的模式进行实践教学，采用“小组讨论法”、“案例分析法”、“现场观摩法”、“角色演练法”、“推销实战法”等教学方法，辅以基地实训和学生推销协会活动，“让专家进课堂，让课堂到现场”，把课程学习和实际工作紧密结合起来，为学生毕业后“零距离”上岗和可持续发展奠定坚实的基础。

Principles and Techniques of Marketing

Principles and Techniques of Marketing is a core course of marketing. This course has devised basic quality training, specialized skill training and comprehensive ability training based on the requirements of marketing personnel and practical operation of marketing. Basic quality training means to raise student's awareness of marketing; specialized skill training focuses on necessary skills required in the marketing career; Comprehensive ability training absorbs in shop simulation-discussion-explanation-practice and adopts teaching methods such as group discussion, case study, live demonstration, r front marketing, marketing service and management. This course follows the teaching mode of ole play and practical marketing. The combination of case study and practice sets a solid foundation for students' sustainable development.

消费心理学

《消费心理学》本课程是市场营销专业骨干课程。通过本课程的教学，进一步了解市场营销过程中消费者心理与营销人员心理，在营销战略与策略的制定与实施中，更多地考虑目标顾客的心理特点，提高营销战略与策略的科学性与合理性。该课程主要用课堂讲授、案例分析等教学方法。通过本课程的学习，要求掌握消费心理学的基本概念、基本理论和基本方法，并在学习中处理好全面与重点、理解与记忆、原则与方法的关系。在学习与理解过程中，要重点掌握消费者的消费动机和行为及其影响因素等内容，能比较完整地掌握消费心理学的基本理论知识，洞悉消费者心理活动的基本过程及心理特征，并能把它们运用于实践当中，为企业制定营销策略提供依据。

Consumer Psychology

Consumer Psychology is a key course of marketing. This course gives students insights into consumer and marketing personnel psychology so that they can take into account the psychological characteristics of target customers and promote scientific and reasonable marketing strategies. Explanation and case study are mainly applied in this course. Students are expected to grasp the basic concepts, theories and methods of consumer psychology, understand the factors of consumption motives and behaviors.

营销策划

《营销策划》本课程是市场营销专业核心课程。主要讲授营销策划的原理与理念、操作系统、前期作业、思维创意等内容；围绕企业入市、市场定位、企业形象、企业行为、产品推广、品牌延伸、关系营销、供应链管理、渠道风险管理、企业提升发展、国际营销等内容的策划行为逐一阐述。通过本课程的教学，学习如何制定市场营销计划，如何运作一个市场，并且能够使营销策划具有实用性和可操作性，以适应市场的需求，为学生营销综合素质的提高打下坚实的基础。通过到企业实训能够为企业制定产品方案、渠道设计方案、促销方案、定价与价格调整方案。本课程的实训是到实习基地针对企业的经营活动制定相关的策划方案。

Marketing Planning

Marketing Planning is the core course of marketing, containing principles and concepts of marketing planning, operation system and creative thinking. It mainly expounds enterprises marketing, market positioning, corporate image, corporate behavior, product promotion, brand extension, and relationship marketing, supplies chain management, risk management, enterprise development, international marketing and other content. Marketing Planning helps students learn methods to develop marketing plans, operate market, and make marketing planning. The practicability and maneuverability will help students meet the market demand and lay a solid foundation to improve the overall quality of marketing. Through enterprise training, students develop product solutions, channel design, promotional programs, pricing and price adjustment programs for enterprises. The practice of this course is to organize the business activities of the company and develop the relevant planning programs.

电子商务

《电子商务》是市场营销专业的专业必修课，它是现代商务、管理类学生必备的专业知识和技能，是提高学生综合素质的重要课程。学生通过该门课程的学习，对电子商务的基本知识体系和电子商务的基本框架有一个大致的了解，理解企业的电子商务的开展和管理，能够进行电子商务的基本应用，在改变学生的知识机构，给学生展现一个电子商务知识结构全貌的同时，能够为进一步深入学习电子商务跨学科知识的学习打下理论基础。

E-commerce

E-commerce is a required course for marketing major, which provides necessary professional knowledge and skills of modern business and management. Students can have a general understanding of the framework and system of E-commerce system as well as the development and management of E-commerce enterprises. It will help students understand the basic applications of E-commerce, change their structure of knowledge and lay a theoretical foundation for further study of E-commerce interdisciplinary learning.

(三) 实习情况和就业前景介绍:

(三) Introduction to Employment Prospect:



毕业生实习 Internship



毕业生实习 Internship

毕业生可以从事市场调研、营销策划、广告策划、市场开发、营销管理、推销服务和教学科研等工作，也可在国内外高校及研究机构中继续深造。还可以在工商、外贸、金融、保险、证券、旅游、房地产等企事业单位从事企业营销管理、客户资源管理、网络营销管理、营销诊断、市场调查和咨询等工作和实习。市场营销专业是经济类专业中比较实用的类型，在经济全球化的今天，作为独立经济实体的企业、公司，如果没有专业的市场营销人才，以科学、现代化的营销手段来销售公司的产品和服务，肯定无法在激烈的市场竞争中生存。市场营销人员是各个企业，特别是大型企业不可缺少的人才，由于培养数量一直跟不上，所以毕业生供不应求。

Graduates of marketing enjoy broad prospect in career development. They can work on market research, marketing planning, advertising planning, market development, marketing management, marketing service, teaching and academic research. They can also engage in marketing management, customer resource management, network marketing management, marketing diagnosis, and market research and consultation in enterprises of commerce, foreign trade, finance, insurance, security, tourism and real estate. Marketing is an applied major in economy-related majors. In the present global economy, independent enterprises and companies are in need of talents graduated from this major to survive in the fierce market competition. Marketing personnel are indispensable to each enterprise, especially large scale enterprises. However, they fall short of demand due to the small number of graduates.

(四) 教学设施和实验设施图片介绍:

(四) Introduction to Teaching and Lab Facilities:



生活设施

Living Facilities

学院具有完备的教学和生活设施。设有现代化的教学楼、宿舍楼、食堂、图书馆以及体育运动设施，以满足学生日常生活和学习的需要。另外，针对专业发展，学院设有模拟企业实训室，配有电脑、服务器和手工工作台，完全现代化的办公环境，对于环境和各个实训流程的设计可以使实训者有一个接近或置身于企业实际环境中的感觉，促使学生主动去思考、规划自己的实训项目，从而达到实训的目的。学院将引进营销沙盘软件，可以让学生清楚现代市场营销学的基本理论、基本知识；学生扮演营销总监的角色，对营销活动中的每一步都要做出决策和判断，掌握各种营销方法和传播理念，让学生在有限的实训时间内学习丰富的营销过程；通过软件模拟，培养学生分析和解决营销实际问题的能力。



模拟企业实训室

Simulating Enterprise Room

International Business School is equipped with excellent teaching and living facilities, which include modern teaching buildings, dormitories, canteens, library and sports ground to meet students' needs for living and learning. In addition, targeting development of the major marketing, the School has a enterprise simulating room with computers, servers and worktables to provide a perfect environment for students to design and carry out their practical training and achieve the goal of training. Marketing software of sand table will be introduced into this School, in which, students can play the role of general sales manager, who needs to make decisions and judgments according to basic theories of marketing. Through software simulation, we can develop students' ability to analyze and solve practical problems of marketing.