

Tale of Introductory Teaching Schedule

Marketing

No.	Course Code	Course Name	Credits	Semesters
General basic courses				
1	MAR1B3G001	Ideological, Moral Education and Fundamentals of Law	3	1
2	MAR2B2G001	Modern and Contemporary History of China	2	2
3	MAR4B3G001	Marxism Basic Theory	3	3
4	MAR3B4G001	An Introduction to Mao Zedong Thought and The Theoretical System of Socialism China Characteristics	4	4
5	FLG1B3G001	College English (I)	3	1
6	FLG1B3G002	College English (II)	3	2
7	FLG1B3G003	College English (II)	3	3
8	FLG1B3G004	College English (IV)	3	4
9	PAE1BG001	Physical Education I	1	2
10	PAE1BG002	Physical Education II	1	3
11	PAE1BG003	Physical Education III	1	4
12	CIE5B3G001	Computer Technology	3	2
Professional basic courses				
1	SCI1B3B001	Calculus I	3	1
2	SCI1B3B002	Calculus II	3	2
3	ECO1B3B001	Microeconomics	3	2
4	BIZ2B3B001	Management	3	3
5	BIZ4B3D001	The Principles of Accounting	3	3
6	ECO1B3B002	Macroeconomics	3	3
7	SCI1B3B005	Linear Algebra	3	3
8	BIZ3B3B001	Marketing Principles	3	3
9	SCI1B3B006	Probability and Mathematical Statistics	3	4
10	ECO2B3B008	Statistics for Business and Economics	3	4
11	BIZ2B3B002	Enterprise Management Simulation	3	5
Professional core courses				
1	BIZ2B3S001	Operations Management	3	4
2	BIZ6B3S001	Human Resource Management	3	4
3	BIZ5B3S008	Financial Management	3	4
4	BIZ3B3S002	Market Research	3	5
5	BIZ3B3S003	Analysis of Buyer's Behavior	3	5
6	BIZ3B3S005	Retailing Management	3	5
7	BIZ3B3S004	Sales and Customer Relation Management	3	6

8	BIZ3B3S006	Service Marketing	3	6
9	BIZ3B3S007	Networking Marketing	3	6
Professional elective courses				
1	BIZ2B3D001	Business Essentials	3	1
2	BIZ3B3D002	International Marketing	3	5
3	BIZ3B3D004	Brand Management	3	5
4	BIZ2B3D004	Strategic Management	3	5
5	BIZ8B3D005	Logistics and Supply Chain Management	3	5
6	BIZ3B3D001	Public Relations	3	6
7	BIZ3B3D012	The Way of Marketing	3	6
8	BIZ3B3D003	Marketing Case Study	3	6
9	BIZ6B3D002	Theories and Methods of Communication	3	6
10	BIZ2B3D003	Organizational Behavior	3	6
11	BIZ1B3D003	Business Data Analysis and Application	3	7
12	BIZ9B3D001	Service Management	3	7