

BA

MARKETING

市场营销

### CAREERS

Our marketing graduates are represented at leading national and international companies working in positions such as marketing consultants, brand managers, marketing research analysts and media planners.

Graduates take a different path and progress on to postgraduate study, notably at prestigious UK institutions.

**START DATE**  
September 2021

**2+2 STUDY**  
Available

**DURATION**  
Three or four years

**LOCATION**  
Suzhou

**SCHOOL**  
International Business School Suzhou

**ATTENDANCE**  
Full time

**QUALIFICATION**  
XJTLU  
BMan Marketing

**University of Liverpool**  
BA (Hons) Marketing

## BA MARKETING

Marketing plays a key role in the success of any organisation. It is not just about advertising and selling, but also a process of creating value for customers and building customer relationships.

The BA Marketing programme will provide you with the knowledge, skills, business awareness and confidence that will enable you to succeed in marketing and the wider business world. By learning how firms identify their target markets, position their products and satisfy their customers' needs through a range of marketing strategies, you will learn to appreciate the nature of marketing and the important role it plays in creating competitive advantage for an organisation.

The programme is delivered in the International Business School Suzhou (IBSS), one of an elite group of institutions worldwide to be accredited by the Association to Advance Collegiate Schools of Business (AACSB), European Quality Improvement System (EQUIS) and Association of MBAs (AMBA). IBSS was the youngest business school to achieve the triple accreditations.



### KNOWLEDGE AND SKILLS

By the time you graduate from the BA Marketing, you will have:

- a comprehensive understanding of marketing theories and consumer behaviour
- the ability to develop a professional marketing plan for business clients
- the skills to apply a range of marketing tools and techniques to critically address specific business situations
- the ability to apply a range of qualitative and quantitative research methods to make informed marketing decisions
- a range of intellectual, interpersonal and technical skills that are relevant to marketing and business

### WHY SHOULD I STUDY MARKETING AT XJTLU?

- Learn in a truly international learning environment with culturally diverse academic staff and students
- Take advantage of a combined Western and Eastern teaching style with a range of innovative teaching and learning methods, such as student-led seminars and business simulations
- Enjoy opportunities to meet industry experts and learn from real-world marketing activities inside and outside the classroom
- Earn two degrees: an XJTLU degree from the Chinese Ministry of Education and a globally recognised degree from the University of Liverpool, a member of the Russell Group of leading UK universities.

### MODULES

#### YEAR ONE

UK degrees are three years long whereas in China they are four, therefore we do accept students with certain qualifications directly into Year Two, which is the start of the main academic programme. Most students, however, enter into Year One, which provides you with a range of interesting modules, language classes and core skills for your degree.

#### YEAR TWO

- INTRODUCTION TO FINANCIAL ACCOUNTING AND ACCOUNTABILITY
- QUANTITATIVE METHODS
- FUNDAMENTALS OF MARKETING
- INTRODUCTION TO ORGANISATION AND MANAGEMENT
- FOUNDATIONS OF FINANCE
- CONSUMER BEHAVIOURS
- INTRODUCTION TO HUMAN RESOURCE MANAGEMENT
- INTRODUCTION TO INTERNATIONAL BUSINESS AND MANAGEMENT

#### YEAR THREE

- QUALITATIVE RESEARCH METHODS IN MANAGEMENT RESEARCH
- INTEGRATED MARKETING COMMUNICATIONS
- RETAIL MARKETING
- CORPORATE SOCIAL RESPONSIBILITY
- MARKET RESEARCH
- ENTREPRENEURSHIP
- E-MARKETING: STRATEGIC AND TECHNIQUES
- SERVICE MARKETING

#### YEAR FOUR

##### Compulsory modules:

- FINAL YEAR PROJECT (PHASE I AND II)
- INTERNATIONAL MARKETING
- RELATIONSHIP MARKETING
- CRITICAL ISSUES IN MARKETING
- MARKETING STRATEGY

##### Optional modules:

- PSYCHOLOGICAL APPROACHES TO DECISION-MAKING
- BUSINESS IN THE ASIA-PACIFIC REGION
- CORPORATE COMMUNICATION
- MANAGING PEOPLE
- INTERNATIONAL ECONOMIC RELATIONS
- E-BUSINESS MODELS AND STRATEGIES
- STRATEGIC MANAGEMENT AND BUSINESS POLICY



# 市场营销

市场营销对于任何企业的成功运作起着至关重要的作用。它不仅仅是广告和销售，还是一个为顾客创造价值和建立顾客关系的过程。

本专业旨在全面传授学生营销学的相关知识、技能和商业意识，并增强学生在广泛的商业世界成功营销的信心。通过学习企业如何确定目标市场，进行产品定位，以及制定满足顾客需求的营销战略，学生将深刻认识到营销能够给一个企业带来的竞争优势。

西浦国际商学院已于 2016 年和 2018 年分别获得国际高等商学院协会 AACSB (Association to Advance Collegiate Schools of Business) 和欧洲质量发展体系 EQUIS (European Quality Improvement System) 认证，并于 2020 年获得英国工商管理硕士协会 AMBA (The Association of MBAs) 认证。这标志着西浦国际商学院成为全球第 103 所，也是最年轻的一所获得商学院三大顶尖认证的国际一流商学院。



## 知识与技能

本专业毕业生将具备以下能力：

- 对营销学理论和消费者行为有全面深入的理解
- 根据企业或客户要求制定出专业的营销企划方案
- 运用一系列营销工具和模型分析具体的企业问题
- 运用定性和定量研究为企业营销决策提供依据
- 学习和实践与市场营销和商务有关的人际间的、技术性的智力技能。

## 专业特色

- 多元文化背景的学生构成和教师队伍为学生创造了真正的国际化学习环境
- 采取中西结合的教学理念和一系列创新的教学方法，例如学生主导的研讨会和商业模拟大赛
- 为学生提供众多在课堂内外对话营销行业专家和参与企业营销实践的机会
- 毕业生可获得中国教育部认可的西交利物浦大学学位和国际认可的利物浦大学学位

## 就业

市场营销专业的毕业生就业面较广，他们在知名的国企和外企中从事营销咨询、品牌管理、市场研究、媒体策划等专业工作。有些毕业生选择继续深造，他们中的很多被英国著名大学录取攻读硕士学位。

## 课程

### 一年级

在英国，本科阶段学习学制三年，而中国本科阶段学制为四年。因此，对于已获得相应学时、证书的学生，在我校可以直接升入二年级进行专业学习；大多数学生则是进入一年级学习，包括众多有吸引力的课程，语言课程以及专业学习相关的核心技能学习。

### 第二学年

财务会计和责任导论
定量研究方法
市场营销学基础
组织与管理学
金融学基础
消费者行为学
人力资源管理
国际商务与管理

### 第三学年

定性研究方法
整合营销传播
零售市场
企业社会责任
市场研究
创业学
网络营销：战略与技术
服务营销

### 第四学年

必修课	选修课
国际市场营销	决策心理
关系营销	亚太区域商业
营销学专题	企业传播
营销战略	人力管理
毕业论文	国际经济关系
	电子商务模式与战略
	战略性管理与商业政策

## UNDERGRADUATE

INTERNATIONAL BUSINESS SCHOOL SUZHOU  
AT XJTLU  
西浦国际商学院

International Business School Suzhou (IBSS) offers a unique blend of Western and Chinese academic practices. Our 150 international staff are an impressive mix of top researchers and experienced business professionals.

For our corporate partners, we offer customised workshops, seminars, and multi-month cross-disciplinary programmes for all managerial levels as well as online and offline open enrolment programmes.

西浦国际商学院 (International Business School Suzhou, 简称IBSS) 体现了中西方学术实践的独特融合。我们的150名教职员工来自世界各地，其中不乏顶尖科研人员与经验丰富的商界人士，令人印象深刻。

同时，我们向企业合作伙伴的管理者提供定制的工作坊、研讨会和为期数月的跨学科课程，同时可以线上或线下方式学习。

## XI'AN JIAOTONG-LIVERPOOL UNIVERSITY 西交利物浦大学

Xi'an Jiaotong-Liverpool University is an international joint venture university founded by Xi'an Jiaotong University in China and the University of Liverpool in the United Kingdom. As an independent Sino-foreign cooperative university, it captures the essence of both prestigious parent universities and is the first and only one of its kind approved by the Ministry of Education in China.

西交利物浦大学是经中国教育部批准，由西安交通大学和英国利物浦大学合作创立的，具有独立法人资格和鲜明特色的新型国际大学。

