

BM-05-Curriculum of Bachelor's Degree Program in Logistics Management

Course Code	课程名称	Course Name	Credit	Credit Hour	Term
University-level Compulsory Courses			58		
School-level Compulsory Courses			33		
Discipline-level Compulsory Courses in Management			15		
Practice Module			8		
(See the details of the above courses in the BM-General-Curriculum)					
Concentration-level Compulsory Courses					
1100267	消费者行为学	Consumer Behavior	2	36	5
0200360	消费者行为实验	Consumer Behavior Experiment	1	36	5
1100207	市场营销调研	Marketing Survey	2	36	5
0200361	营销调研实验	Marketing Survey Experiment	1	36	5
0100091	社会心理学	Social Psychology	2	36	5
0200362	营销工程实验	Marketing Engineering Experiment	1	36	6
0200363	新产品营销	Marketing of New Product	2	36	5
0200317	分销渠道管理	Distribution Channel Manganement	1	18	6
0200536	分销渠道实验	Distribution Channel Manganement Experiment	1	36	6
1100237	网络营销	Online Marketing	1	18	6
0200537	网络营销实验	Online Marketing Experiment	1	36	6
Sub-total			15		
Concentration-level Elective Courses					
1100268	销售管理	Sales Management	2	36	6
0500526	广告管理	Advertising Management	2	36	6
1100064	服务营销	Service Marketing	2	36	5
1100051	定价策略	Pricing Strategy	2	36	6
0200048	电子商务	E-business	1	18	5
0200366	电子商务模拟实验	E-business Simulation	1	36	5
1100353	组织营销	Organizational Marketing	2	36	6
1100181	全球营销	Global Marketing	2	36	5
0300422	战略管理	Strategic Management	2	36	6
0200538	市场营销理论前沿专题	Frontier Theory of Marketing	2	36	7
Sub-total			11		
Total			140		