

圣路易斯大学

市场营销本科专业课程设置

Richard A. Chaifetz School of Business 理查德 A.柴菲茨商学院

Marketing, B.S. 市场营销, 理学学士

<https://www.slu.edu/business/degrees-programs/marketing.php>

	Code & Title	课程名称	学分
	University Undergraduate Core	SLU 本科生核心课程	32-35
	Business Major Requirements	商科专业要求	
	Program Requirements	必修课	15
1	CMM 1200 Public Speaking (satisfies CORE 1200) Or CMM 1250 Communicating in Groups and Teams	公开演讲或在小组和团队中交流	3
2	ENGL 4000 Professional Writing (satisfies UUC Writing Intensive)	专业写作	3
3	MATH 1320 Survey of Calculus Or MATH 1510 Calculus I	微积分调查或微积分 1	3
4	PHIL 2050 Ethics (Satisfies UUC Dignity, Ethics & a Just Society)	伦理	3
5	PSY 1010 General Psychology (CORE 3600)	普通心理学	3
	Business Common Body of Knowledge (CBK)	商科通识课程	48
1	ACCT 2200 Financial Accounting	财务会计	3
2	ACCT 2220 Accounting for Decision Making	决策会计	3
3	BIZ 1000/1001 Business Foundations	商业基础	1
4	BIZ1100 Business in Action	在行动中的业务	1
5	BIZ 1002 Business Foundations Excel Lab	商业基础 Excel 课程	0
6	BIZ 3000 Career Foundations	职业基础	1
7	BTM 2000 Introduction to Business Technology Management	商业技术管理导论	3
8	BTM 2500 Data Modeling, Analysis and Visualization	数据建模、分析和可视化	3
9	ECON 1900 Principles of Economics	经济学原理	3
10	ECON 3120 Intermediate Macroeconomics	宏观经济学	3
11	ECON 3140 Intermediate Microeconomics	微观经济学	3
12	FIN 3010 Principles of Finance	金融学原理	3

13	IB 2000 Introduction to International Business	国际商务概论	3
14	MGT 2000 Legal Environment of Business I	商法 1	3
15	MGT 3000 Management Theory and Practice	管理理论与实践	3
16	MGT 4000 Strategic Management and Policy ¹	战略管理与政策 1	3
17	MKT 3000 Introduction to Marketing Management	营销理论概论	3
18	OPM 2070 Introduction to Business Statistics	商业统计简介	3
19	OPM 3050 Introduction to Management Science and Operations Management	管理科学与运营管理导论	3
	Major-Specific Marketing Requirements	市场营销专业要求	9
1	MKT 4400 Consumer Behavior	消费行为	
2	MKT 4650 Marketing Analytics	营销分析	
3	MKT 4900 Marketing Strategy	营销策略	
	Major-Specific Marketing Electives	市场营销专业选修	9
	Select three of the following:	选择三门课	
1	MKT 3400 Integrated Marketing Communications	整合营销传播	
2	MKT 3500 Sports Marketing	体育营销	
3	MKT 3600 Marketing Research	市场营销研究	
4	MKT 3700 Social Media and Digital Marketing	社交媒体与数字营销	
5	MKT 4300 Retail Management	零售管理	
6	MKT 4440 Personal Selling	个人销售	
7	MKT 4450 Sales Management	销售管理	
8	MKT 4550 International Marketing	国际市场营销	
9	MKT 4600 Brand Management	品牌管理	
10	MKT 4910 Marketing Internship	市场营销实习	
	GENERAL ELECTIVES ‡	通识选修课	18-21
	Total Credits	总学分	120