

2014 年 市场营销 方向研究生课程设置

学分要求：

直博生：总学分最低 38 学分，其中必修课 26 学分，选修课 12 学分；

博士生：总学分最低 32 学分，其中必修课 26 学分，选修课 6 学分。

序号	课程编号	课程名称	课程英文名称	课程类型	学分	开课学期	备注
1	61400001	中国马克思主义与当代	The Theory of Marxism	校必修	2	1	博士生（不含硕转博学生）直博生
2		博士生外语	Foreign Language	校必修	2		博士生（含硕转博学生）直博生
3	02813010	应用统计学（中文）	Applied Statistics	院必修	3	1	
4	02814900	统计运算与处理（中文）	Data Computing and Analysis	院必修	2	1	
5	02814540	Methods and Design in Management Research	Methods and Design in Management Research	专业必修	3	1	IPHD
6	02804000	Experimental Design and Analysis	Experimental Design and Analysis	专业必修	2	1	IPHD
7	02814910	Consumer Behavior Seminar I- Judgment and Decision Making	Consumer Behavior Seminar I- Judgment and Decision Making	方向必修	2	2	
8	02814940	Seminar on Marketing Models I	Seminar on Marketing Models I	方向必修	2	2	
9	02814960	Seminar on Marketing Strategy	Seminar on Marketing Strategy	方向必修	2	2	
10	02814930	Seminar on Consumer Behavior II- Information Processing	Consumer Behavior Seminar II- Information Processing	方向必修	2	3	
11	02814950	Seminar on Marketing Models II	Seminar on Marketing Models II	方向必修	2	4	
12	02814680	Special Topics in Marketing	Special Topics in Marketing	方向必修	2	4	
13	02804020	Regression Analysis in Management Research	Regression Analysis in Management Research	选修	2	1	IPHD
14	02814770	Advanced Topics on Data Analysis (for special methods such as multi-level analysis, social network analysis)	Advanced Topics on Data Analysis (for special methods such as multi-level analysis, social network analysis)	选修	2	2	IPHD
15	02810090	高级微观经济学（中文）	Advance Microeconomics	选修	3	1	

