



西南财经大学
工商管理学院
School of Business Administration



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Educational Plan for Master in Marketing

Semester	Course Type	Course Title	Weekly Hours	Total Hours	Credits
Semester 1	Compulsory Courses	Corporate Information Strategy and Management	3	27	2
		Innovation Management	3	27	2
		Marketing Research Methodology	3	27	2
		Intercultural Business Communication and Management	3	27	2
		Operation Management	3	27	2
		Human Resources Management	3	27	2
		Marketing Management in China and Europe	3	27	2
		Chinese Language	2	32	2
		General Introduction of China	2	32	2
Semester 2	Graduate Thesis	Literature Review and Thesis Proposal			2
		Thesis			4