附件2

**武汉大学全英文授课课程信息表**

**Wuhan University Course Outline**

**School/Department: Economics and Management School**

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| **Course Name (Chinese)\*** | 1）国际市场营销  2）市场营销调研 |
| **Course Name (English)\*** | 1）International Marketing  2）Marketing Research |
| **Course Code\*** | 1）0200080  2）0200571 |
| **Availability\*** | **□Semester 1**  **□Semester 2 都可以** |
| **Course Hours\*** |  |
| **Credits\*** | 1）3  2）1 |
| **Course Description\*** |  |
| **Course Objectives/Content\*** | 1）to facilitate students’ understanding of the nature, structure, and distinct characteristics of international marketing. Students will learn about the key environmental forces shaping consumer preferences, the impact of foreign legal-political, socio-cultural, and economic factors on companies, the influence of international competition, market segmentation and strategy decisions specific to international marketing.  2) Students will learn about the purpose of conducting marketing research and the common tools and techniques used in marketing research. |
| **Teaching Methods** |  |
| **Assessment\*** | 1. Final exam 2. Report |
| **Textbook(s)** |  |
| **Reading** |  |
| **Prerequisites** |  |
| **Lecturer(s)** |  |

注：\*为必填。