BTBU Bachelor of Marketing in English

Name of specialty: Bachelor of Marketing

Credit system: 4 years

Brief Introduction:

Students can achieve knowledge and abilities as the following:
(a) Have comprehensive knowledge of Chinese cultural, political, economical, and historical sciences.
(b) Have relatively strong ability of language performance in Chinese, the ability of computer application, and the ability of dealing with public affairs.
(c) Systematically grasp the basic knowledge, theories, and skills of marketing.
(d) Have relatively strong ability in operation and adaptation.
(e) Have the ability to do practical work and science research independently.

Application Requirements:

1. The TOEFL iBT score of 70 points at least, or IELTS score at least 5.5, or the relevant certificates of English as the working and learning language for university study, if non-native English speakers apply the program.
2. Possess bachelor degree above, and previous major should be relevant.
3 .Provide undergraduate diploma notarized copies and the score report's transcripts or notarized copies of undergraduate courses. When the diploma is neither Chinese nor English, you should provide notarized Chinese or English translated document.
4. Provide research and study plan in China (600 words at least), written in Chinese or English.
5. Provide recommendation letters by two professionals with the title of professors or associate professors.
6. A photocopy of the front page of a valid passport.
7. The Foreigner Physical Examination Form
8. Submit all of the application materials on line: http://admission.btbu.edu.cn

Core Courses

Behavior of Customers, Retail Management, International Marketing, Marketing Research, Brand Management

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