



湖南商务职业技术学院
Hunan Vocational College of Commerce

三年制高职 专业人才培养方案

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附件一： 2020 级专业人才培养方案制订与审核表

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| 专业名称 | 市场营销 |
| 专业代码 | 630701 |
| 专业建设委员会 | <p>人才培养目标定位准确,课程体系质量合理,符合现代企业的人才培养需求。</p> <p>签名: 赵广平 孙志中 周云松 陈立强 陈立强 郭松 陈强 王玲 王立 李立 刘丽华 尹坤</p> <p>2020年4月20日</p> |
| | <p>人才培养方案制订与审核表</p> |

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| 学术委员会 | 人才培养目标清晰,课程体系和教学进程合理,实施保障较完善,同意实施。 签名: 杨涛 2020年7月21日 |
| | 人才培养方案符合上级 |



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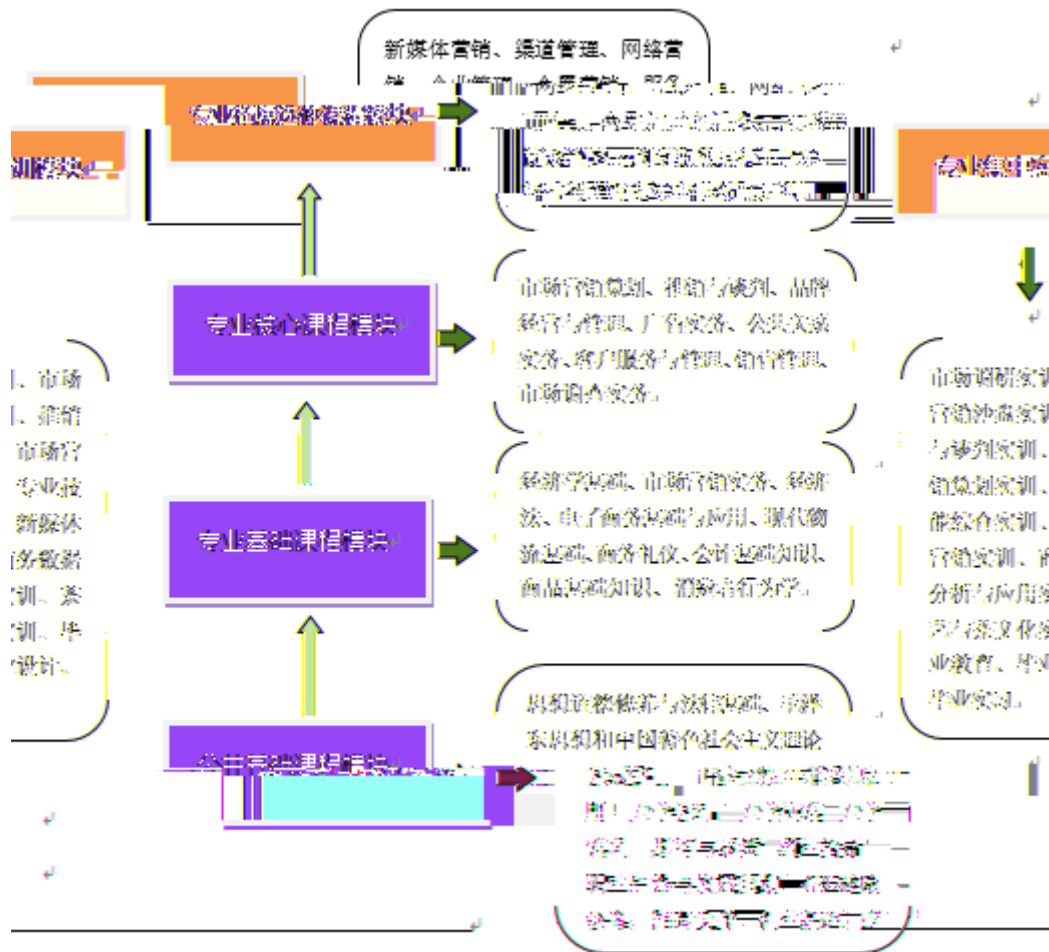


图 1 市场营销专业课程体系图

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| 1 | | 0601025 | A | 3.0 | 48 | 48 | | 3 | | | | | | | 1 | | |
| 2 | | 0601024 | A | 3.0 | 48 | 48 | | | 4*12 | | | | | | 2 | | |
| 3 | | 0601046 | C | 1.0 | 16 | | 16 | | 4*4 | | | | | | 2 | | |
| 4 | | 0601028 | A | 1.0 | 40 | 40 | | 2*4 | 2*4 | 2*4 | 2*4 | 2*4 | | | 5 | | |
| 5 | | 0801001 | C | 2.0 | 112 | | 112 | 2 | | | | | | | | | |
| 6 | | 0801215 | A | 2.0 | 36 | 36 | | | | | | 4 | | | 5 | | |
| 7 | | 0603001 | B | 2.0 | 32 | 4 | 28 | 2*16 | | | | | | | 1 | | |
| 8 | | 0603002 | B | 2.0 | 32 | 4 | 28 | | 2*16 | | | | | | 2 | | |
| 9 | | 0603003 | B | 2.0 | 32 | 4 | 28 | | | 2*16 | | | | | 3 | | |
| 10 | | 0603004 | B | 1.0 | 16 | 4 | 12 | | | | 1*16 | | | | 4 | | |
| 11 | | 0601039 | A | 2.0 | 32 | 32 | | 2 | | | | | | | 1 | | |
| 12 | | 0601070 | A | 1.0 | 16 | 16 | | 2*8 | | | | | | | 1 | | |
| 13 | | 0601071 | A | 1.0 | 16 | 16 | | | | | 2*8 | | | | 4 | | |
| 14 | | 0801080 | A | 2.0 | 32 | 32 | | | 2*8 | | | | | | 2 | | |
| 15 | | 0801216 | A | 1.0 | 16 | 16 | | | 2*8 | | | | | | 2 | | |
| 16 | | 0801217 | C | 1.0 | 28 | | 28 | | | | | | | | 5 | | |
| | | | | 27.0 | 552 | 300 | 252 | 9 | 8 | 2 | 4 | 4 | | | | | |
| 17 | | 0601072 | A | 1.0 | 16 | 16 | | | 1 | | | | | | 2 | | |
| 18 | | 0601069 | A | 1.0 | 16 | 16 | | | 1 | | | | | | 2 | | |
| 19 | | 0201241 | A | 2.0 | 32 | 32 | | 2 | | | | | | | 1 | | |
| 20 | | 0201232 | A | 1.0 | 16 | 16 | | 1 | | | | | | | 1 | | |
| 21 | | 0201039 | A | 3.0 | 48 | 48 | | 3 | | | | | | | 1 | | |
| 22 | | 0201039 | A | 3.0 | 48 | 48 | | 3 | | | | | | | 1 | | |
| 23 | | 0203001 | B | 2.0 | 32 | 24 | 8 | 2 | | | | | | | 1 | | |
| 24 | | 0203002 | B | 2.0 | 32 | 24 | 8 | | 2 | | | | | | 2 | | |
| 25 | | 0602013 | A | 3.0 | 48 | 48 | | 3 | | | | | | | 1 | | |
| 26 | | 0602001 | A | 3.0 | 48 | 48 | | 3 | | | | | | | 1 | | |
| 27 | | 0602023 | A | 3.0 | 48 | 48 | | 3 | | | | | | | 1 | | |
| 28 | | 0401001 | B | 2.5 | 40 | 20 | 20 | | 3 | | | | | | 2 | 2.5 | |
| 29 | | 0401129 | B | 2.5 | 40 | 20 | 20 | | 3 | | | | | | 2 | | |
| 30 | | 0801080 | B | 1.0 | 16 | 8 | 8 | 2*4 | 2*4 | | | | | | 2 | 1 | |
| 31 | | 0801217 | A | 1.0 | 36 | 16 | 64 | | | | | | | | 2 | | |
| | | | | 14.5 | 232 | 188 | 44 | 8 | 6 | 0 | 0 | 0 | 0 | | | | |
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表六 课程教学进程安排表

| 学期 | 序号 | 课程名称 | 总学时 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 备注 | |
|------|----|-----------------------|---------|--------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|---------|---------|----|----|----|----|----|-----|
| 第五学期 | 1 | 形势与政策（五） | 8 hours | | | | | | | | | | | | | | | ⊙ | | | | | | | | |
| | 2 | 军事理论 | 36 | | 4 | 4 | 4 | | | | 4 | 4 | 4 | 4 | 4 | 4 | | | ⊙ | | | | | | | |
| | 3 | 客户服务与管理 | 40 | | 4 | 4 | 4 | | | | 4 | 4 | 4 | 4 | 4 | 4 | 4 | | ⊙ | | | | | | | |
| | 4 | 销售管理 | 48 | 4 | 4 | 4 | 4 | | | | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | ⊙ | | | | | | | |
| | 5 | 企业管理/人力资源管理 | 40 | | 4 | 4 | 4 | | | | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | ⊙ | ⊙ | | | | | | 2选1 |
| | 6 | 国际贸易实务/渠道管理/网络营销/会展营销 | 64 | 6 | 6 | 6 | 6 | | | | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | ⊙ | ⊙ | | | | | | 4选2 |
| | 7 | 专业技能综合实训 | 56 | | | | | | 28 | 28 | | | | | | | | | ⊙ | | | | | | | |
| | 8 | 毕业教育 | | | | | | | | | | | | | | | | | ⊙ | | | | | | | |
| | 9 | 毕业设计 | 14 | | | | | | | | | | | | | | | | ⊙14 | | | | | | | |
| | 10 | 毕业实习 | 252 | | | | | | | | | | | | | | | | ⊙ | 第16-24周 | | | | | | |
| | 小计 | 550 | 10 | 22 | 22 | 22 | 28 | 28 | 22 | 22 | 22 | 22 | 22 | 22 | 22 | 18 | 4 | | 第16-24周 | | | | | | | |
| 第六学期 | 1 | 毕业实习 | 420 | 第1-15周 | | | | | | | | | | | | | | ⊙ | | | | | | | | |
| | 2 | 毕业设计 | 14 | | | | | | | | | | | | | | | | ⊙14 | | | | | | | |
| | | 小计 | 434 | 第1-15周 | | | | | | | | | | | | | | | | | | | | | | |

备注：①各专业公共基础课程（含必修、限选）开课学期不同，请教研室根据《关于制订2020级专业人才培养方案实施计划的原则意见》（湖商职院发〔2019〕67号）参照

的选修规定进行选择。

②各专业公共基础限选课程，请教研室根据专业需要及附表2

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