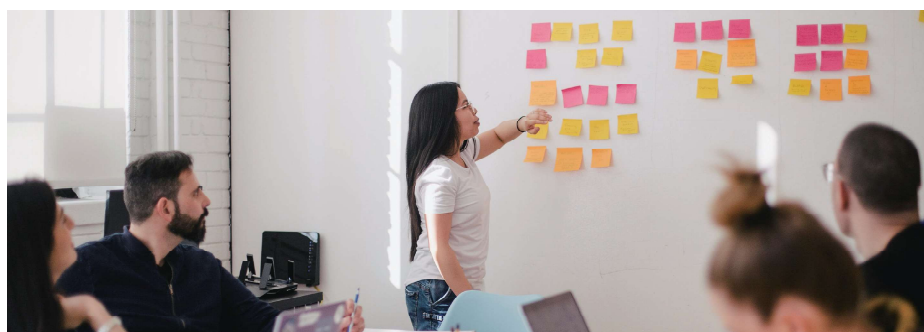


Marketing

What you will learn in this program

You will master the basic theoretical methods of management, economics, marketing and marketing professional skills. After graduation, students can engage in market research, marketing planning, advertising planning, sales management and other marketing operations and related management work in relevant organizations.



Courses you'll take

- Marketing Principles
- Market Research and Forecasting
- Consumer Behavior
- Advertising Management
- Marketing Channel Management
- Online Marketing

- **Teaching languages:** Chinese
- **Tuition:** 25000 RMB/Year
- **Course start date:** September
- **Course duration:** Four Years



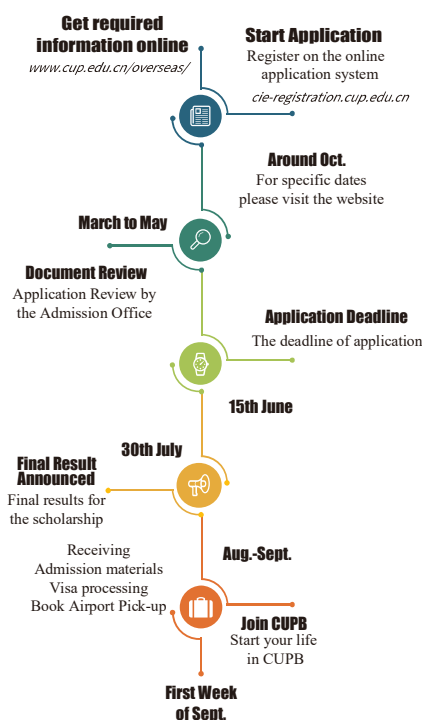
Application Requirements

1. Non-Chinese citizens, in good health
Applicants should be non-Chinese citizens. In the case of former Chinese citizens, they should have proof of having obtained a foreign citizenship for more than 4 years and with a valid passport.
2. Education and age requirements
Those applying for undergraduate study must be high school graduates with excellent grades, and not more than 25 years old.
3. Language requirements
 - a. HSK4 (with a score of 222) or higher level for those applying for Chinese taught programs.
 - b. IELTS 6.0 or TOEFL 75 points or more for non-native speakers of English choosing English taught programs.

1. Certified highest diploma, and transcript with an average of over 70% (notarized documents)
2. Copy of Passport home page, and soft copy of your passport photo with white background, photo size 480x720
3. CUPB Application form or CSC form (for applicants who are also applying for the CSC scholarship)
4. Study Plan
5. English or HSK Proficiency Certificates (undergraduate students who have studied in English for two or more years during their study experience may also submit official certificate issued by school instead of IELTS or TOEFL scores.)
6. Physical Examination Report (laboratory reports must be attached)
7. Non-criminal Record Certificate
8. Students less than 18 years old need to find a guardian for their period of study in Beijing before they begin their studies, this person must be a resident of Beijing. They also need to provide the guardian document (should be notarized by the China Embassy in their own country)

Application Timeline

Important Dates, Deadlines and Application Procedure



900+
International students
from 66 countries



SCHOOL OF ECONOMICS AND MANAGEMENT

UNDERGRADUATE

Application Materials



Web: www.cup.edu.cn/overseas/

Tel: +86-10-89733796

Email: admission@cup.edu.cn

Add: 18 Fuxue Road, Changping, Beijing, P. R. China

Contact us