School of Economics and Management

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.



Market Research and Forecasting

Marketing Channel Management

Research areas

Economy, Trade and Manage-

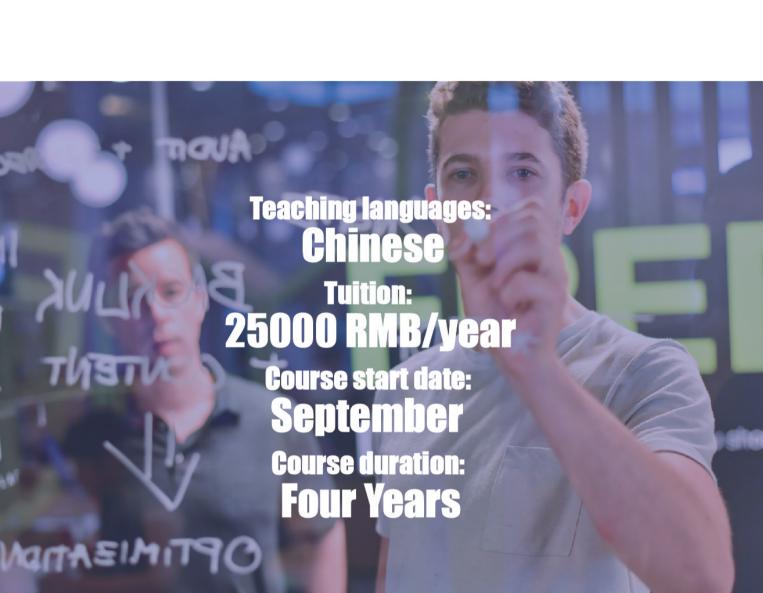
Marketing Principles

Consumer Behavior

Online Marketing

Advertising Management

ment in Oil and Natural Gas Industry



for applicants 1. Non-Chinese citizens, in good health

qualifications

Required

proof of having obtained a foreign citizenship for more than 4 years and with a valid passport.

2. Education and age requirements

Applicants should be non-Chinese citizens. In the

case of former Chinese citizens, they should have

Those applying for undergraduate study must be high school graduates with excellent grades, and not more than 25 years old.

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.

3. Language requirements

Application Timeline

Get required

information online www.cup.edu.cn/overseas/

Important Dates, Deadlines and Application Procedure

Around October For specific dates please visit the website

March to May D

Document Review Application Review by the Admission Office

30th July

Final Result

Announced

Final results for

the scholarship

F Aug.-Sept.

Join CUPB

Start your life

in CUPB

15th June

Start Application

Register on the online

application system

cie-registration.cup.edu.cn

Application Deadline

The deadline of application

First Week of Sept.

related organizations)

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ship)

4. Study Plan

Receiving

Admission materials

Visa processing

Book Airport Pick-up

Application Materials

3. CUPB Application form or CSC form (for applicants who are also applying for the CSC scholar-

5. English or HSK Proficiency Certificates

1. Certified highest diploma, and transcript with

an average of over 70% (should be notarized by

2. Copy of Passport home page, and soft copy of

your passport photo with white background,

issued by school instead of IELTS or TOEFL scores.) 6. Physical Examination Report (laboratory reports must be attached)

8. Students less than 18 years old need to find a

7. Non-criminal Record Certificate

(undergraduate students who have studied in En-

glish for two or more years during their study ex-

perience may also submit official certificate

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)

Contact us Tel: +86-10-89733796

Email: admission@cup.edu.cn

College website: www.cup.edu.cn/overseas/

Application website: cie-registration.cup.edu.cn

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

Undergraduate Program Application deadline: 15th, June