2012级市营专业2015-2016-1学期课程与教材信息

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| 课程代码 | 课程名称 | 指定教材 |
| BMA382 | 国际市场营销 | Kotabe, M, Marshall, A, Sween, H,  Griffiths, K,  Voola, R,  Roberts, R,  Helsen, K. International Marketing 4th Asia-Pacific Edition, 2013. Wiley, Australia |
| BMA334 | 企业家精神与创新 | Kuratko, DA, 2009, Entrepreneurship: theory, process, practice, 8th edn, Cengage, Singapore. |