2013级市营专业2016-2017-1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 | Tidd, J & Bessant, J, 2013, Manging innovation: integrating technological, market and organisational change (5th edition), Wiley, Sydney. |