**市场营销学（20.150.0.1）**

《市场营销学》是在公共事业管理专业开设的必修专业课程，中药学专业开设的限选专业课。本课程是一门建立在经济学、行为学和现代管理理论基础上的应用性学科，其研究的是在特定的市场营销环境中，本课程主要针对医药市场中，企业以市场营销研究为基础，为满足消费者现实和潜在的需求所实施的营销活动以及其客观规律性、具有综合性、实践性和应用性的特点。

通过《市场营销学》的学习，学生们将对市场营销运作有系统的理解，并能通过实践对具体方法进行应用。

Marketing is a compulsory course in the specialty of public affairs management. This course is a kind of Applied Science in economics, behavioral science and modern management theory on the basis of the research on particular marketing environment, this course is mainly for the pharmaceutical market, enterprises in the marketing research as the basis, for the implementation of the real and potential to meet consumer demand and marketing activities the objective law, with a comprehensive, practical and application.

Through the study of marketing, the students will have a systematic understanding of the operation of the market, and through the practice of the application of specific methods.