湖南商务职业技术学院
学生专业技能考核标准

市场营销

2020 年 7 月

.....3

.....3

.....3

.....14

.....21

.....23

1

630701

2

5

5

8

+

1

1

1			
2			
3			
4			
5			SWOT
			SWOT

1.

1

2

1

2

1

2

1.

1

2

2.

SWOT

2

1.

1

SWOT

QQ

QQ

2

2.

SWOT

ɕ

2

2

1				150
				180
2			+	60 55 5
3				150
				150
4			+	90 60 30
5				180
				180

100 + 80

20 3-10

3

20%		20%

				10%
				7%
			’	10%
				8%
				10%
				5%
				5%

80
%

					5%
					10%
					5%
40%					5%
				( ) , , , ( ) , ( ) , , ,	25%
				,	10%
					100%

6

20%			20%
40%			5%
			5%
			5%
			5%
			5%
			15%

40%			5%
			5%
			10%
			10%
			10%
			100%

7

20%			20%
			6%

6%

80
%

				5%
				10%
				5%
				5%
				100%

8

20%				20%
80%				10%
				5%
				11%
				10%
			3	10%
				12%
				7%
			; 2	10%
				5%

	100%

9

20%			20%
80%			10%
			7%
			10%
		SWOT	10%
			3%
			5%
			20%
			8%
			5%
			100%

10

20%		20%

1

11

11

1			
2			60 20 3 1
3			
4			90
5			

1

2

3

4

5

6

7

:

8

9

10

11

12

13

14

15

16