**International Marketing**

The purpose of this program is to train high-level application-oriented professionals, who can grasp the fundamental theories, knowledge and skills of international economics and trade; who should be quick in the awareness of the current economics and trade, marketing management both at home and abroad; who can comprehend and apply into practice the current accepted standards, rules, regulations of international economics and trade and who can solve practical problems in this field.

**Enrollment Advantage**  
International Economics & Trade is A-class provincial level and collegiate level key discipline. Logistics Engineering is approved as collegiate level discipline with characteristic construction. Industrial Engineering is among the collegiate level key disciplines.  
The professional laboratories and cooperative companies for internship are available to help cultivate high-level application-oriented professionals The school of Economics and Management has ZUST Research Institute of Industrial Economy, Research Institute of Sports Leisure Industry, etc.  
Annually teachers and students exchange with 15 overseas partner universities in Germany, US, UK, Japan, Spain, Romania, etc.

**Main Courses**  
Calculus for Business and Economics  
Microeconomics  
Accounting Theory  
Principles of Macro-economics  
Transition and Development of Chinese Economy  
International Economics  
International Economic Law  
International Business Negotiation  
International Service Business  
Basics of E-commerce  
Asian Economy  
Marketing Planning  
Consumer Behavior  
Strategic Marketing, etc.  
Graduation Orientation  
To promote the development of economy has become one of the main goals of governments all over the world. At present and in the future 20 years Chinese economy is still in rapid growth, especially in Zhejiang province, which is located in the Yangtze River Delta, one of the most developed provinces in China. The whole world and China as well as Zhejiang Province have a great demand for internationalized trade talents, which provides good employment prospects for graduates who are major in Economics and Trade and Marketing.