**PROGRAM PREREQUISITES**

- Complete Years 1 to 3 as outlined by the Central University of Finance and Economics course matrix, including:
  - Calculus for Business
  - Principles of Microeconomics
  - Fundamental Business Statistics
  - Principles of Macroeconomics
- Excellent English communications skills to achieve the required 550 on the TOEFL/80 iBT/6.5 IELTS.

**ACADEMIC CURRICULUM**

**Fall Semester** (12 credit hours of Marketing courses)

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>MAR 3023</td>
<td>Basic Marketing Concepts</td>
</tr>
<tr>
<td>MAN 3600</td>
<td>Multinational Business Operations</td>
</tr>
<tr>
<td>MAN 3504</td>
<td>Services Operations Management</td>
</tr>
<tr>
<td>MAR 3503</td>
<td>Consumer Behavior</td>
</tr>
</tbody>
</table>

**Spring Semester** (12 credit hours of Marketing courses)

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>MAR 4939</td>
<td>Consumer Demand Analysis with Big Data</td>
</tr>
<tr>
<td>MAR 4613</td>
<td>Marketing Research</td>
</tr>
<tr>
<td>MAR 3400</td>
<td>Professional Selling</td>
</tr>
<tr>
<td>MAR 4721</td>
<td>Electronic Marketing OR Directed Individual Study (optional)</td>
</tr>
</tbody>
</table>

A unique aspect of the program is the opportunity to gain research experience working with a faculty member on a Directed Individual Study. The faculty member guides the students in research topic selection, data collection and analysis, and writing a research paper with the potential for further advance research or future publication.

To find out more about the Special Academic Program in Marketing or for assistance with the application process, please contact:

Ms. Haiqi Feng  
Department of Information Systems & Electronic Commerce  
Central University of Finance and Economics  
39 South College Road  
Haidian District, Beijing, China, 100081  
Email: Hq_feng@126.com

For information on the FSU Department of Marketing and the MS in Marketing program, please go to:  
[http://www.cob.fsu.edu/Academic-Programs/Departments/Marketing](http://www.cob.fsu.edu/Academic-Programs/Departments/Marketing)

[http://www.cob.fsu.edu/Academic-Programs/Graduate-Degrees/Master-s-Degrees/Marketing-MSM](http://www.cob.fsu.edu/Academic-Programs/Graduate-Degrees/Master-s-Degrees/Marketing-MSM)

For information on Special Academic Programs, please go to:  
[http://global.fsu.edu/sap/prgms/marketing.htm](http://global.fsu.edu/sap/prgms/marketing.htm)
OVERVIEW

The Florida State University (FSU) College of Business is offering a 24-credit Special Academic Program for rising senior students at Central University of Finance and Economics (CUFE). This unique program provides highly motivated and academically inclined students with the opportunity to complete their BS degree from CUFE through successful participation in a two-semester program at FSU.

The program integrates students academically, socially and culturally into university life at an outstanding research institution and helps prepare them for graduate study in the U.S. Students take a prescribed course of study during both semesters by enrolling in eight courses in the Marketing Program, with the opportunity to take an optional 3-credit course in research for an additional fee. These courses have been identified as meeting the requirements needed for students to complete the Bachelor of Science degree in Marketing from CUFE.

Students meeting the criteria for admission to the graduate program in Marketing will be encouraged to apply during spring 2017 to begin study in fall of 2017. Students accepted into the Master of Science in Marketing Program at Florida State University will receive a Master of Science in Marketing from Florida State University upon completion of the requirements for that degree program.

Program Dates:
August 2016 – May 2017

Program Fee:
$31,044

Application Deadline:
March 10, 2016

MASTER OF SCIENCE IN MARKETING

Interested students will take the GMAT and apply to the MS degree program during spring 2017. Students who earned a 3.0 grade point average (B or better) during the 2-semesters at FSU and receive a minimum GMAT score of 530 are encouraged to apply. Accepted students begin the MS program in summer 2017 with graduation expected by May 2017.

BENEFITS FOR STUDENTS

- Immersion in English-language and American culture, while earning credit at a highly ranked US university
- Study in classes with domestic and international students
- Full integration in the academic and social life of the academic department
- Work closely with FSU’s high caliber faculty, often in small groups settings or on an optional individualized research project
- Dedicated academic and non-academic support from staff at the Center for Global Engagement to ensure a smooth transition to living and studying in the USA
- The opportunity to remain at FSU to study for a Master of Science degree if graduate admissions requirements are met

PROGRAM SUPPORT

A team of staff at the Center for Global Engagement (CGE) at FSU provide academic and non-academic support for students throughout the duration of the program.

Staff members contact students accepted into the program to provide them with information about FSU, as well as to send all of the necessary immigration documents to apply for a visa. The CGE arranges housing and airport pick-ups and provides a Peer Mentor to help ensure that students are integrated into the FSU community.

In addition, the CGE provides academic support for students during the program, including course scheduling, advising, class registration, online learning and library access, and graduate school admissions. The CGE academic support staff member will also meet with participants regularly about academic matters and hold weekly office hours.

ELIGIBILITY & APPLICATION PROCESS

Students must have at least an 80 on the iBT, 550 paper-based TOEFL Test or a 6.5 on the IELTS, have a grade point average of 3.0 or equivalent, and have completed at least 3 years at their home institution. Students must submit the completed Florida State University non-degree student application form, copies of the undergraduate transcripts, and TOEFL score to their department’s Faculty Contact by March 10, 2016. The final admission decisions will be made by the FSU faculty in the Department of Marketing.

PROGRAM FEE $31,044 INCLUDES:

- 24-credits in Department of Marketing
- Ongoing support from CGE staff and peer mentors
- Room and board at FSU for fall and spring
- FSU ID Card & transcript (upon Program completion)
- Group pick up at Tallahassee Airport

In addition to program fees students pay for the following:

- SEVIS fee and visa application fee
- An additional $3,000 fee for students who choose the optional Individualized Research Project
- Roundtrip airfare to Tallahassee
- Medical insurance meeting FSU requirements
- Textbooks
- Personal costs and food during break periods.

ACCOMMODATION AND DINING

Students live in the SouthGate Campus Centre which is conveniently located adjacent the Florida State University campus. The rooms are double occupancy and each student has a bed, wardrobe and desk. Wholesome meals are provided in the Southgate Dining Hall. Mealtimes offer excellent variety and choice of food and opportunities for social interaction with domestic and international students.

http://southgateattallahassee.com/