

# 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

2.

1

2

1

2

1

2



1.

1

2

2.

SWOT

2

1.

1

SWOT

QQ

QQ

2

2.

SWOT

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%
--	------

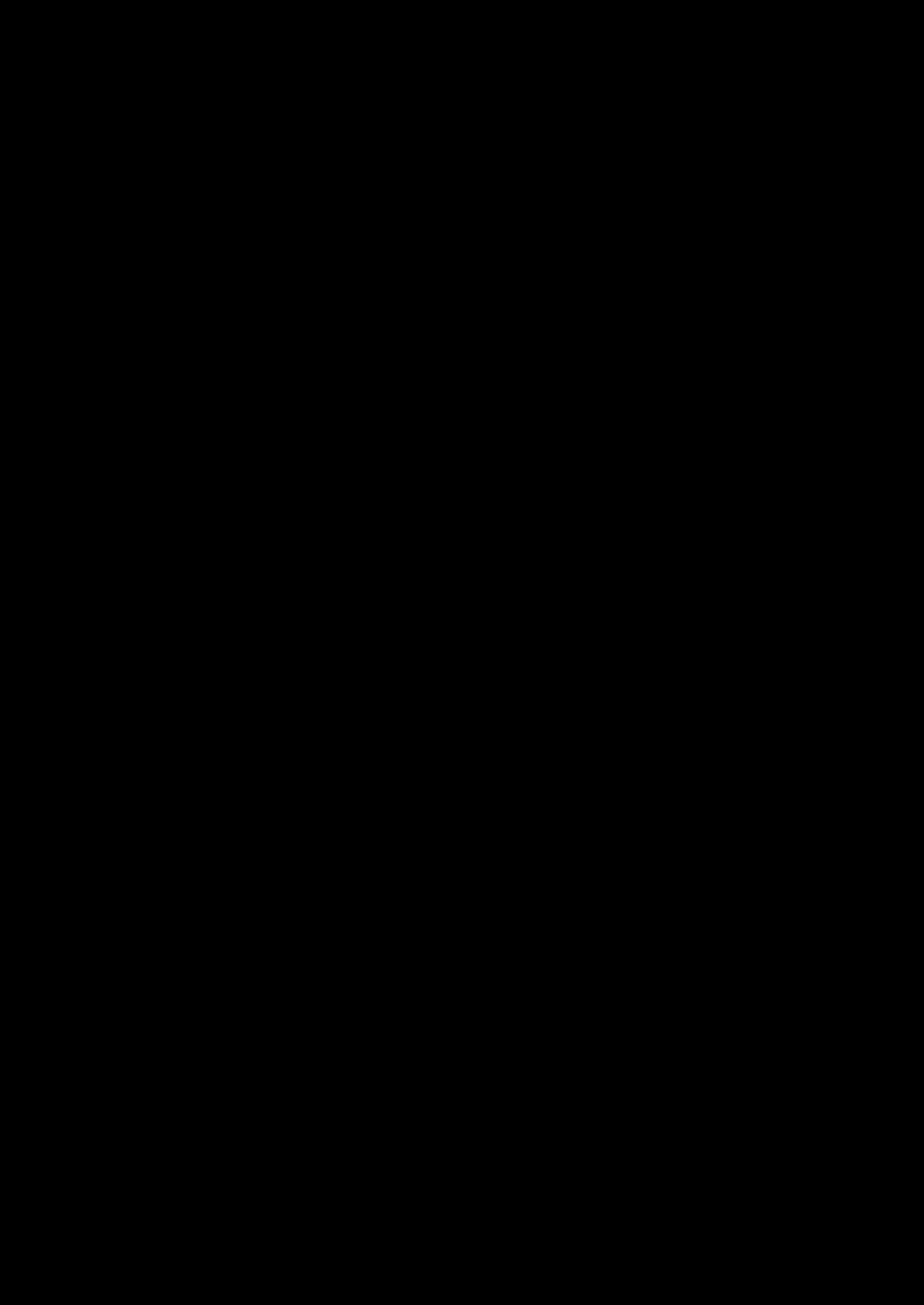
**9**

	20%		20%	
80%			10%	
			7%	
			10%	
		SWOT	10%	
			3%	
			5%	
			2	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



