**Study Plan for Bachelor’s Degree in Marketing**

**Introduction**

I am Kristina George, an aspiring student aiming to pursue a Bachelor’s Degree in Marketing, commencing in September 2025. My objective is to gain a robust and comprehensive education in marketing, which will equip me with the necessary skills and knowledge to make significant contributions to my home country, Turkmenistan, after graduation.

**Background**

Born and raised in Ashgabat, Turkmenistan, I graduated from Rise high School in 2024 with an excellent academic record and a strong interest in marketing. My high school education provided me with a solid foundation in business principles and sparked my passion for a career in marketing. The satisfaction I derived from studying business subjects motivated me to pursue higher education in this dynamic field.

**Why Study in China?**

China has established itself as a global leader in business and economics, making it an ideal destination for studying marketing. The country’s rapid economic growth and development offer a dynamic environment for learning and experiencing business practices firsthand. Additionally, China’s cultural diversity and rich history provide a unique perspective on global business strategies and operations. Studying in China will give me the opportunity to interact with top marketing professionals, participate in cutting-edge business research, and gain valuable insights into the global business landscape.

**Detailed Study Plan**

**First Year (2025-2026)**

**Semester 1 (September 2025 - January 2026)**

* **Principles of Marketing**: Understand the fundamental concepts and principles of marketing.
* **Introduction to Business**: Gain a broad overview of various business functions and their interrelationships.
* **Microeconomics**: Study the behavior of individuals and firms in making decisions regarding the allocation of limited resources.
* **Business Mathematics**: Develop mathematical skills relevant to business decision-making.
* **Academic English Writing**: Enhance academic writing skills, particularly in the context of business and marketing.
* **Chinese Language and Culture I**: Begin learning the Chinese language and gain an understanding of Chinese culture.

**Semester 2 (February 2026 - June 2026)**

* **Financial Accounting**: Learn the principles and practices of financial accounting.
* **Consumer Behavior**: Understand the factors influencing consumer decision-making.
* **Business Statistics**: Apply statistical methods to analyze business data.
* **Macroeconomics**: Study the economy as a whole, including inflation, unemployment, and economic growth.
* **Chinese Language and Culture II**: Continue developing language skills and deepen cultural understanding.

**Second Year (2026-2027)**

**Semester 3 (September 2026 - January 2027)**

* **Marketing Research**: Learn research methodologies and techniques used in marketing.
* **Management Principles**: Understand the fundamental principles of management.
* **Business Law**: Study the legal aspects of business operations.
* **Digital Marketing**: Explore the strategies and tools used in digital marketing.
* **Intermediate Chinese Language I**: Advance language proficiency and cultural understanding.

**Semester 4 (February 2027 - June 2027)**

* **Marketing Strategy**: Develop strategic marketing plans and understand their implementation.
* **Financial Management**: Learn about financial planning and decision-making in business.
* **Organizational Behavior**: Study the behavior of individuals and groups within organizations.
* **Business Ethics and Corporate Social Responsibility**: Understand ethical considerations and social responsibilities in business.
* **Intermediate Chinese Language II**: Further enhance language skills and cultural knowledge.

**Third Year (2027-2028)**

**Semester 5 (September 2027 - January 2028)**

* **International Marketing**: Explore marketing strategies in a global context.
* **Brand Management**: Learn about brand development and management.
* **Elective 1: E-commerce**: Understand the principles and practices of e-commerce.
* **Elective 2: Consumer Behavior**: Deepen understanding of consumer behavior.
* **Chinese Business Culture and Practices**: Gain insights into business practices in China.

**Semester 6 (February 2028 - June 2028)**

* **Research Methods in Marketing**: Apply advanced research methods in marketing.
* **Entrepreneurship and Small Business Management**: Learn about starting and managing a small business.
* **Elective 3: Marketing Analytics**: Develop skills in analyzing marketing data.
* **Elective 4: Supply Chain Management**: Understand the principles of supply chain management.
* **Internship/Practical Training**: Gain practical experience in a marketing setting.

**Fourth Year (2028-2029)**

**Semester 7 (September 2028 - January 2029)**

* **Strategic Marketing Management**: Integrate marketing strategies and management.
* **Elective 5: International Marketing**: Further explore international marketing strategies.
* **Elective 6: Corporate Finance**: Understand financial strategies in corporations.
* **Capstone Project I (Research Proposal and Literature Review)**: Develop a research proposal and conduct a literature review.
* **Seminar on Current Issues in Marketing**: Participate in discussions on current marketing trends and issues.

**Semester 8 (February 2029 - June 2029)**

* **Business Analytics**: Apply analytical tools to business data.
* **Elective 7: Leadership and Change Management**: Develop skills in leadership and managing organizational change.
* **Elective 8: Project Management**: Learn about project planning, execution, and control.
* **Capstone Project II (Research Findings and Presentation)**: Present research findings and conclusions.
* **Comprehensive Exam Preparation**: Prepare for the final comprehensive exams.

**Conclusion**

Studying in China will provide me with a world-class education in marketing, equipping me with the skills and knowledge necessary to excel in the business world. I am enthusiastic about the opportunity to learn from esteemed faculty and gain valuable experience in China’s dynamic business environment. I look forward to contributing to and benefiting from the vibrant academic community.

Thank you for considering my application.

Sincerely,

Kristina George