



**湖南商务职业技术学院**  
*Hunan Vocational College of Commerce*

---

---

---

---



一、调研目的.....	1
二、调研对象.....	1
（一）企业.....	1
（二）在校生.....	2
（三）毕业生.....	2
三、调研方式.....	2
四、调研实施情况.....	2
五、调研内容.....	3
（一）企业调研内容.....	3
（二）在校生调研内容.....	4
（三）毕业生调研内容.....	5
六、调研数据分析.....	5
（一）企业调研数据分析.....	5
（二）在校生调研结果分析.....	17
（三）毕业生调研结果分析.....	18
七、调研结论及对策建议.....	21
（一）调研结论.....	21
（二）对策建议.....	23
附件 1（企业）：2019 年高职市场营销专业人才需求调研问卷.....	26
附件 2（在校生）：湖南商务职业技术学院市场营销专业在校学生调查问卷.....	31
附件 3（毕业学生）：湖南商务职业技术学院市场营销专业毕业生跟踪调查问卷.....	35
附件 4（毕业生所在企业）：湖南商务职业技术学院市场营销专业毕业生跟踪调查问卷.....	38

1.





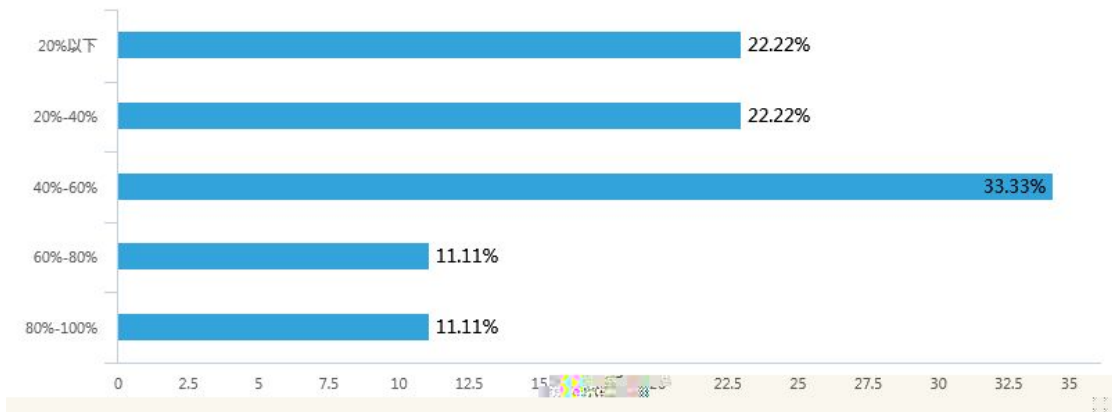
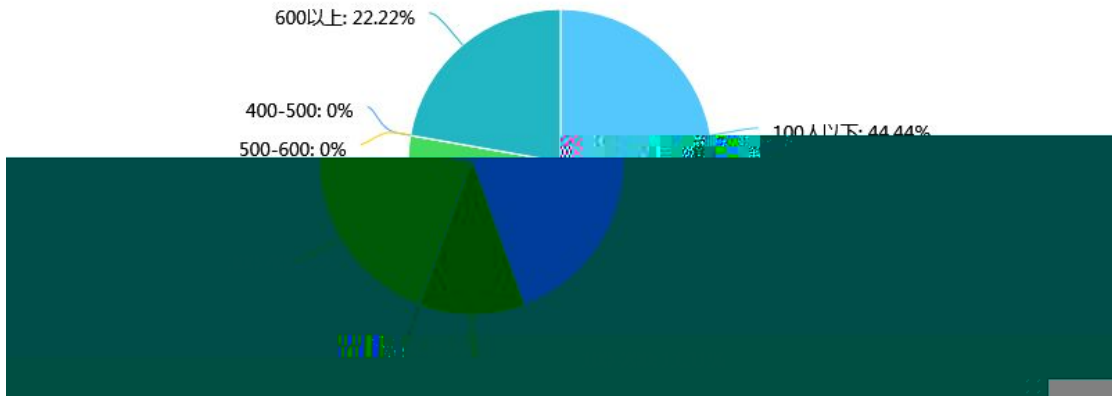


1.

2

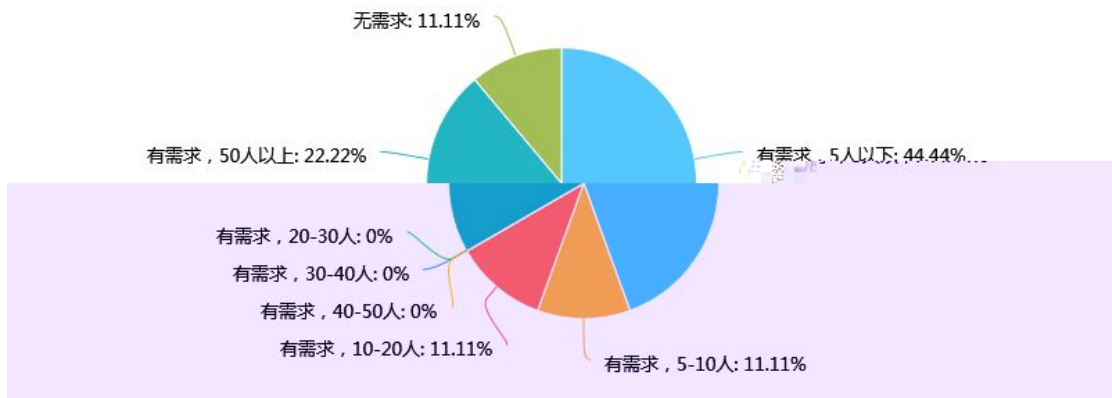
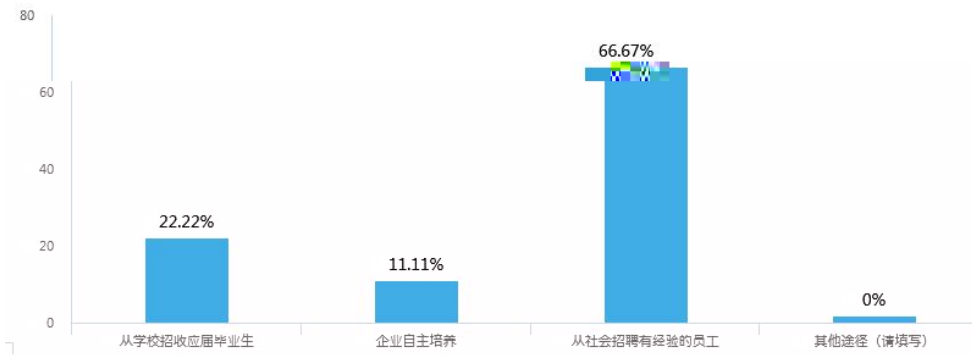
1.



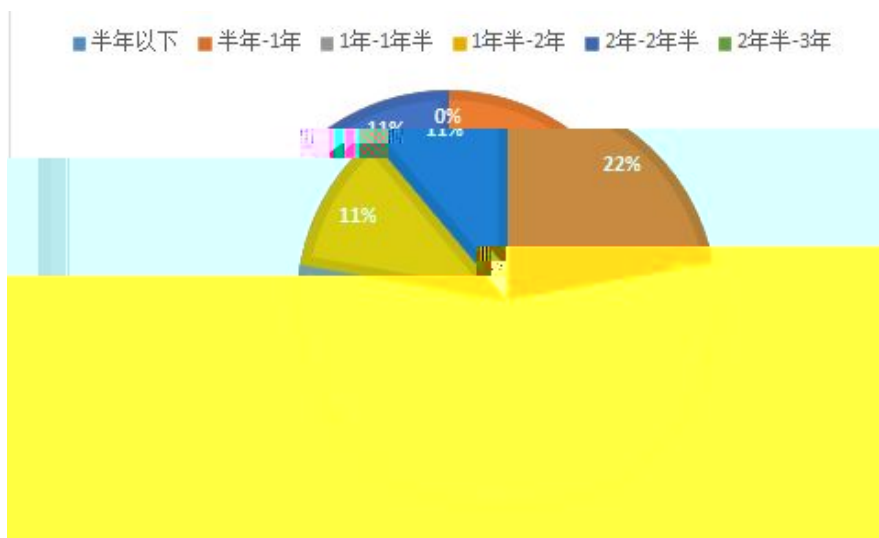


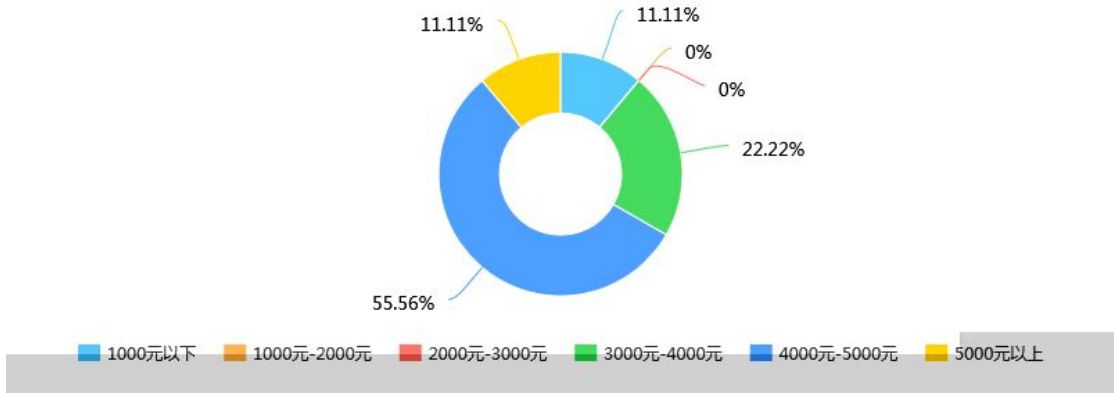
2

1

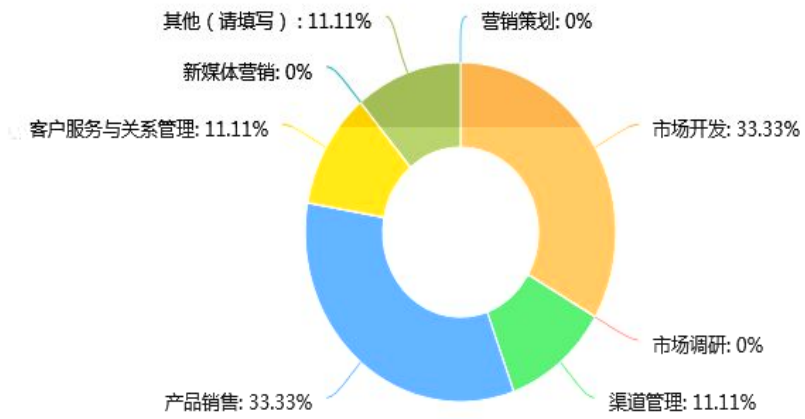


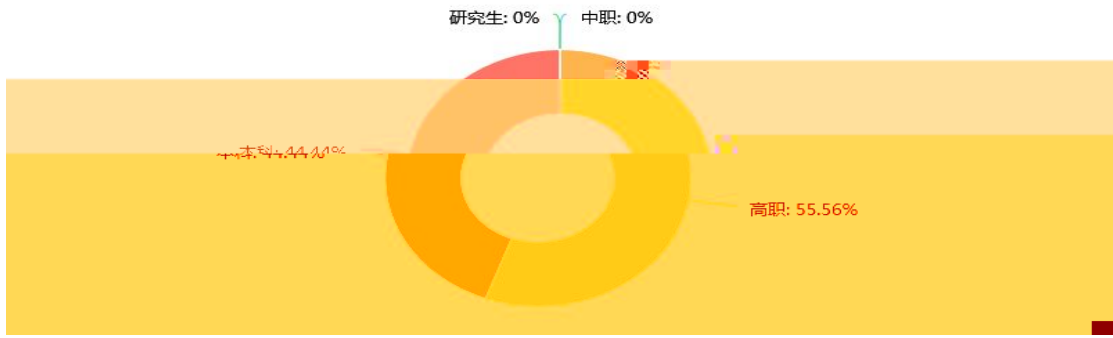
2



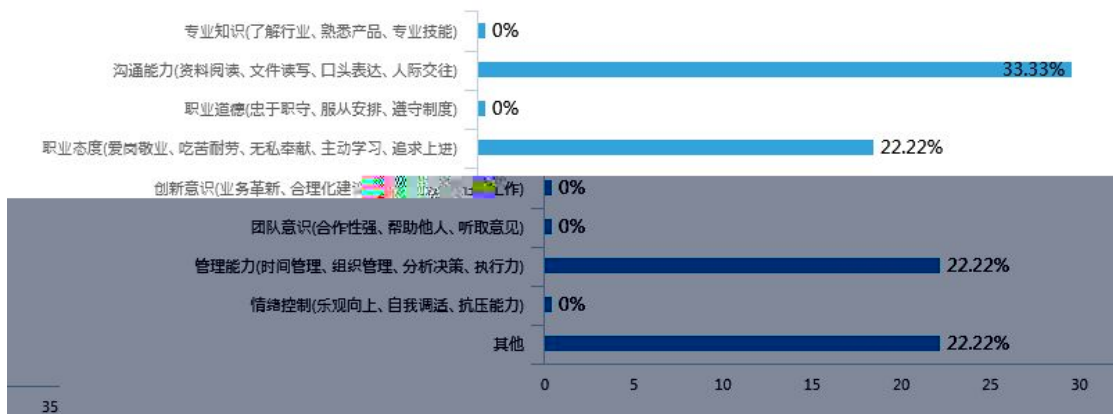


3

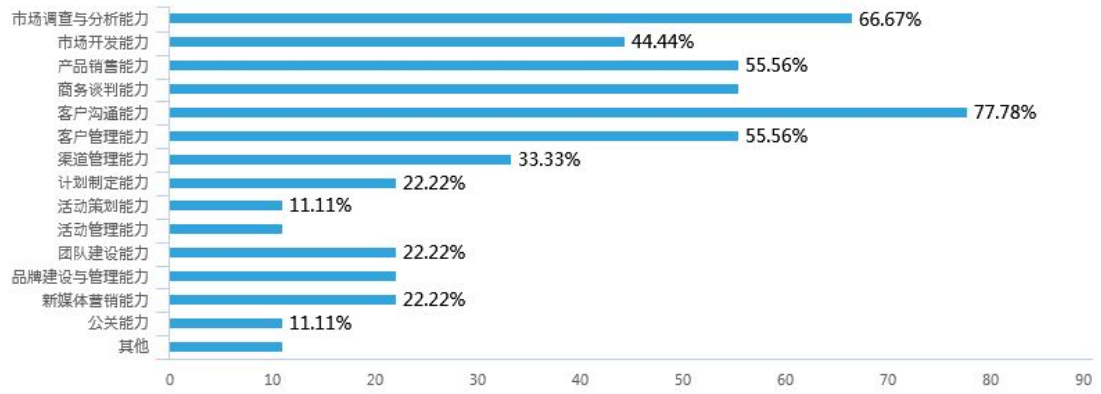




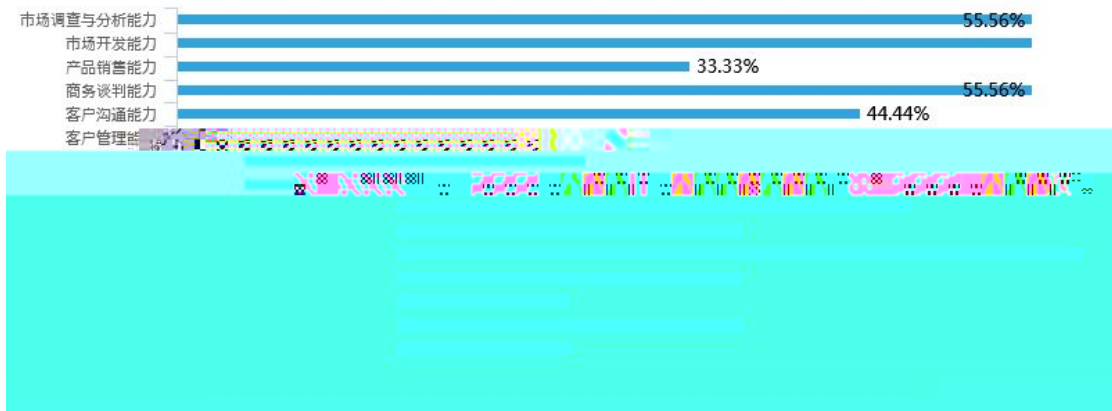
4



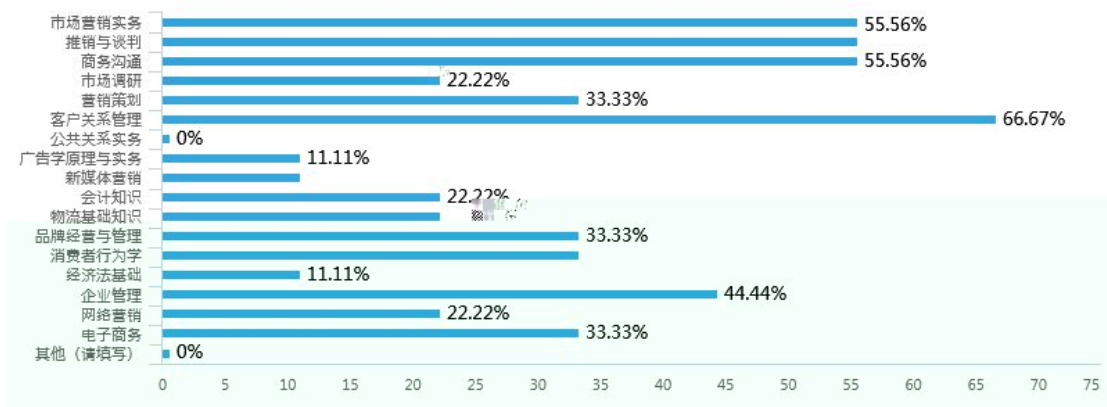
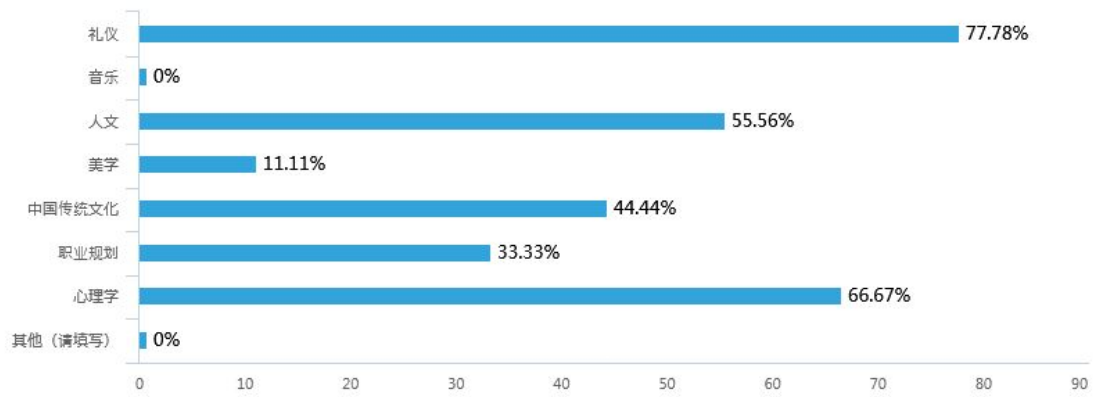
5



6



7

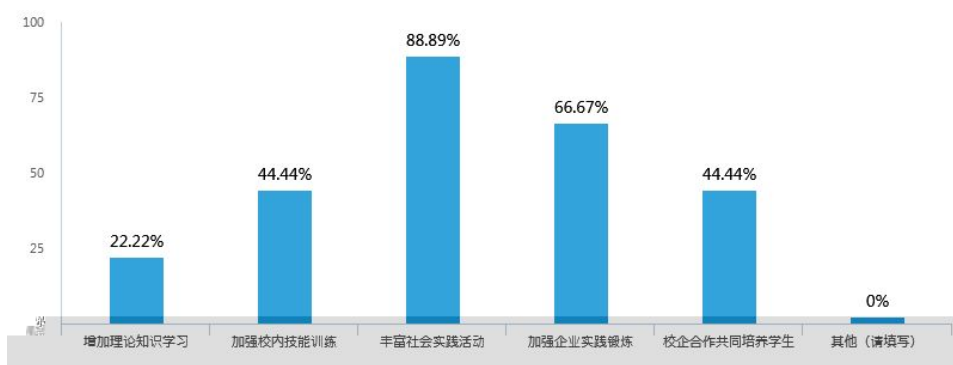


8

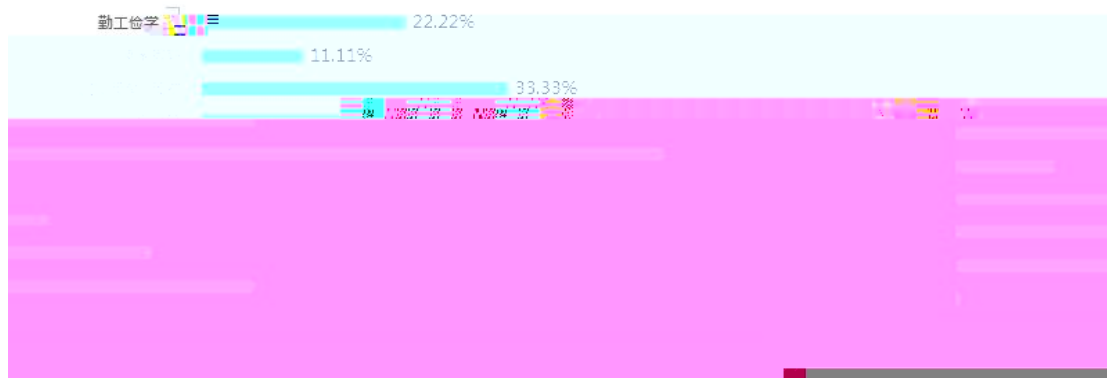
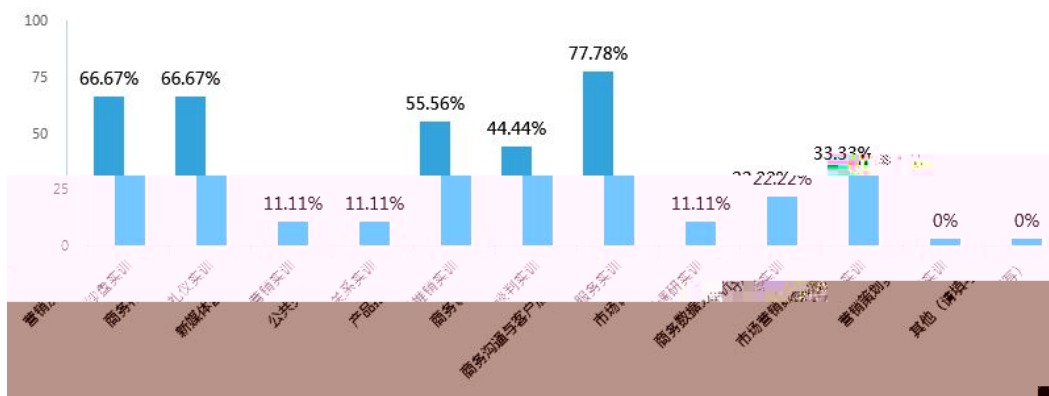




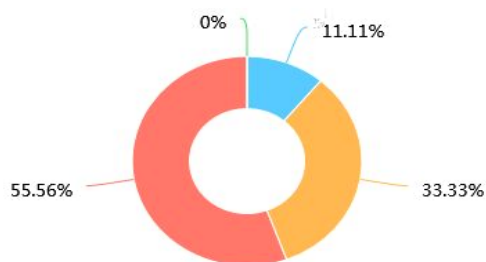
9



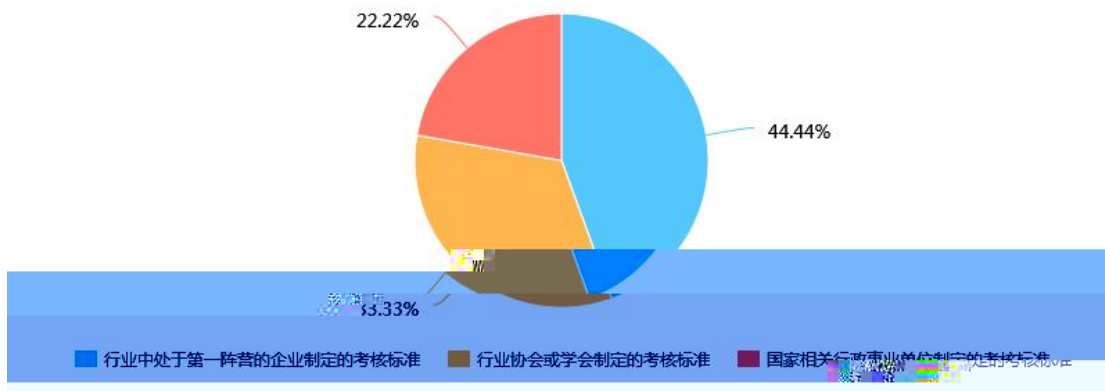
10 v w x y x z { | } ~ x € , f



11 , ... † ‡

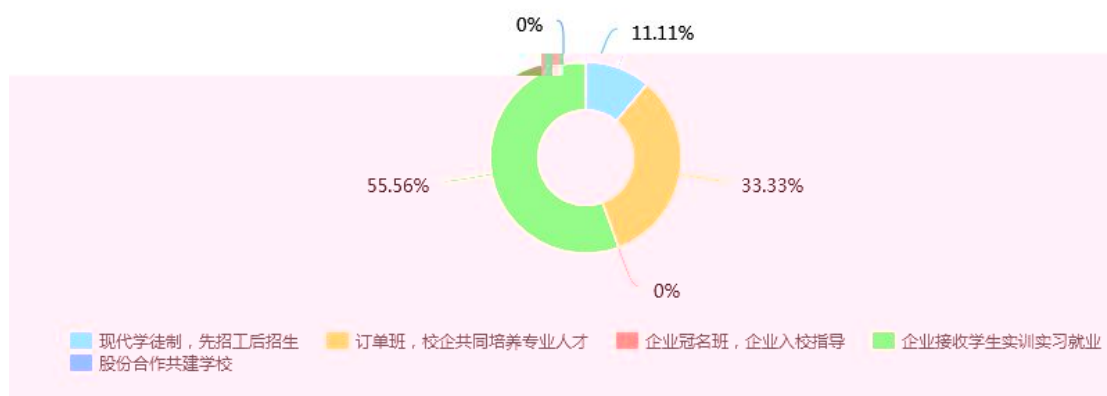
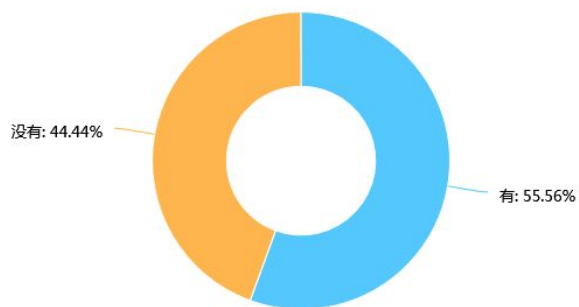


■ 十分看重，持有证书的优先录用
 ■ 看重，资格证书能够帮助选择人才
 ■ 有总比没有好，至少证明学过这类相关知识
 ■ 没有必要，证书与实际工作能力无关



■ 行业中处于第一阵营的企业制定的考核标准
 ■ 行业协会或学会制定的考核标准
 ■ 国家相关行政事业单位制定的考核标准
 ■ 其他

12 ^ %Š



1.

1 <

2 € ,

3 ' Š ' " "

2

1

• ^ - —

2

~ TM













# 1

2019

1 [ ]

---

2 [ ]

---

3 [ ]

- 100
- 100-200
- 200-300
- 300-400
- 400-500
- 500-600
- 600

4 [ ]

---

5 [ ]

---

6 [ ]

- 20%
- 20%-40%
- 40%-60%
- 60%-80%
- 80%-100%

7 [ ]

8 \_\_\_\_\_ [ ]

- 5
- 5-10
- 10-20
- 20-30
- 30-40
- 40-50
- 50

9 [ ]

1000  
1000 -2000  
2000 -3000  
3000 -4000  
4000 -5000  
5000

10 [ ]

11 \_\_\_\_\_ ( ) [ ]

12 \_\_\_\_\_ ( ) [ ]

13 \_\_\_\_\_ [ ]

14 ) [ ] ( )  
( )  
( )  
( )  
( )  
( )  
( )  
( )  
( )

15 \_\_\_\_\_ ( ) [ ]  
]

16

---

[ ]

17

---

]

[

18

---

[ ]

19

---

]

[

20

---

[ ]

21

---

[ ]



22

---

[ ]

" "

23

---

[ ]

	-1
1	-1
1	-2
2	-2
2	-3

24

( ) [ ]

25

[ ]

26

[ ]

27

[ ]

28

---

[ ]

2

!

2020

2020

!

1

A

2

B

A

B

C

D

3

1

A

B

C

4

A

B

C

D

E

5

A

B

C

D  
F  
G  
H  
I  
6  
A  
B  
C  
D  
E  
7  
A  
B  
C  
D  
E  
8

?

		?
--	--	---

9  
A  
B  
C  
D  
E  
10  
A

B  
C  
D  
E  
11  
A  
B  
C  
D  
E  
12

A  
B  
C  
D  
E  
13

A  
B  
C  
D  
14

A  
B  
C  
D  
E  
15

A  
B  
C  
D

E  
16  
A  
B  
C  
D  
E  
17  
A  
B  
C  
D  
E  
18  
A  
B  
C  
D  
E  
F  
G  
I  
19

?

---

---

---

!

!

一、你目前就业企业的基本情况

---

---

---

---

二、主体问卷

1.

A

B

请填写哪一年毕业

2.

A

B

C

D

E.

3.

A

B

C

D

E.

4.

A 1

B 2

C 3

D

5.

A

B

C D

E F.

G.

6.

请在括号内填具体数

字。

7.

A 3000 /

B 3000-5000 /

C 5000-8000 /

D 8000-10000 /

E 10000 /

8.

?

A

B

C

D

E

F

G.

H.

I.

9.

?

A

B

C

D

E

F

G.

H.

10.

A

B

C

D

11.

A

B

C

D

12.

A

B

C

D

13.

A

B

14.

		?
--	--	---

15.

---

---

---

2019 7



4

/

!

!

### 一、基本情况

---

---

---

---

---

---

### 二、主体问卷

1.

A

B

C

D

E.

2.

A

B

C

D

E.

3.

A

B

C

D

E.

4.

A

B

C

D

5.

A

B

6.

?

A B  
C D  
E F  
G. H.

I.  
7. ?

A B  
C D  
E F  
G. H.  
8.

A B  
C D  
E F  
G. H. I.

( )

A B  
C D  
E F G  
H I ( \_\_\_\_\_ )

10.

A B  
C D  
E F

G

11.

A B  
C  
12.

A B

C  
13.

A  
C  
14.

B

		?
--	--	---

15.

---

---

---