



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

61

2019

2020

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

2020

888

2018 254

2013

2014

2015

2016

1. 2019 6

2. 2019 6

3. 2019 6

4. 2019 7

5. 2019 7

6. 2019 8

9

7. 2019 8

5

8. 2019 8

9. 2019 9

1.

2.

1-3

3.

4.

5.

?

6.

?

7.

8.

9.

?

10.

1

2

1

100

44. 44% 100- 200

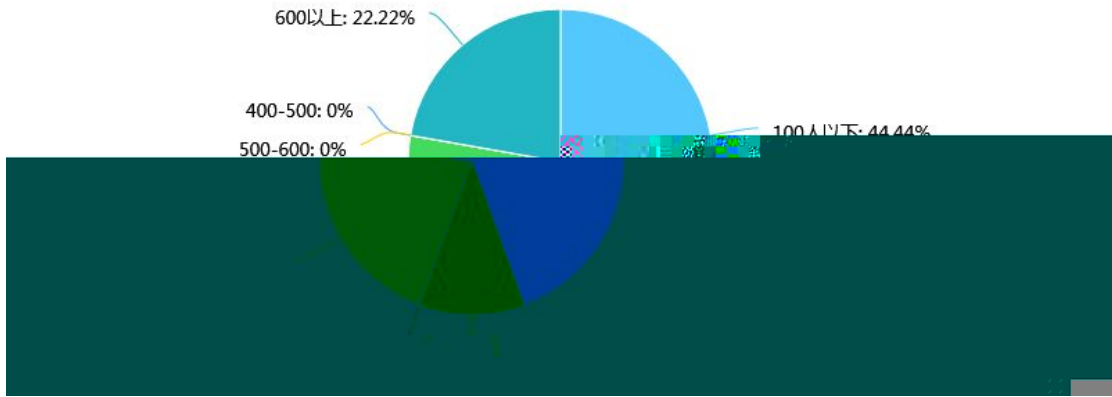
11. 11% 300- 400

22. 22% 600

22. 22%

30

30



1

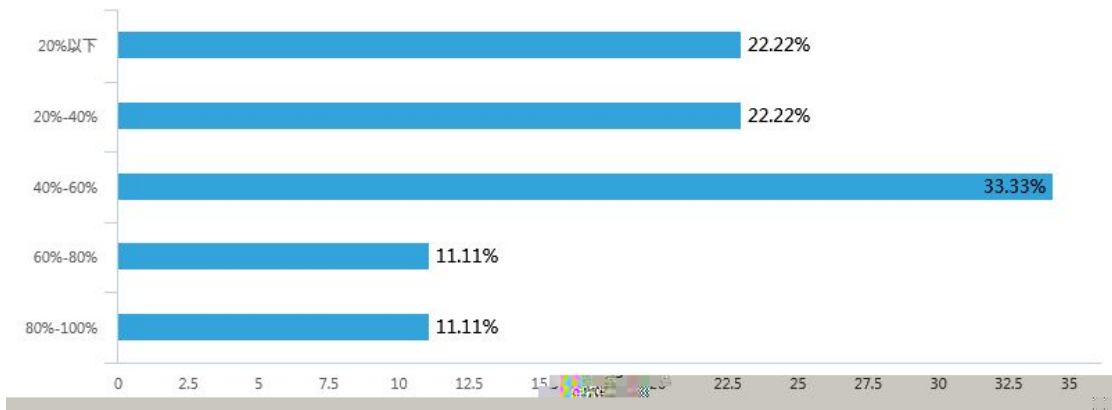
2

33.33%

40-60%

80%

20%



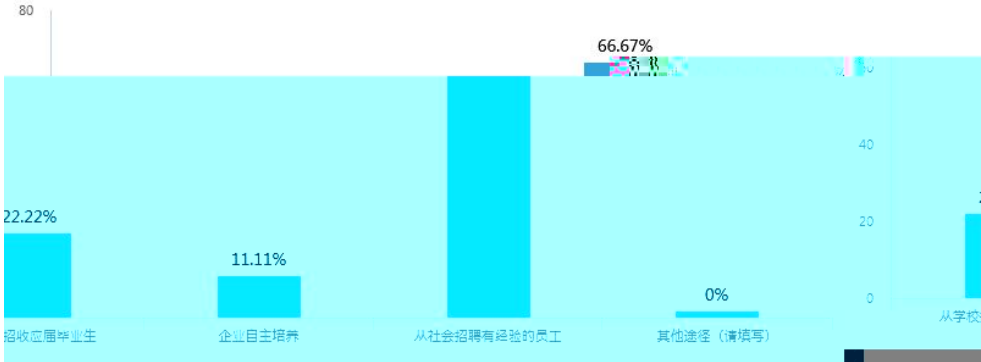
2

50

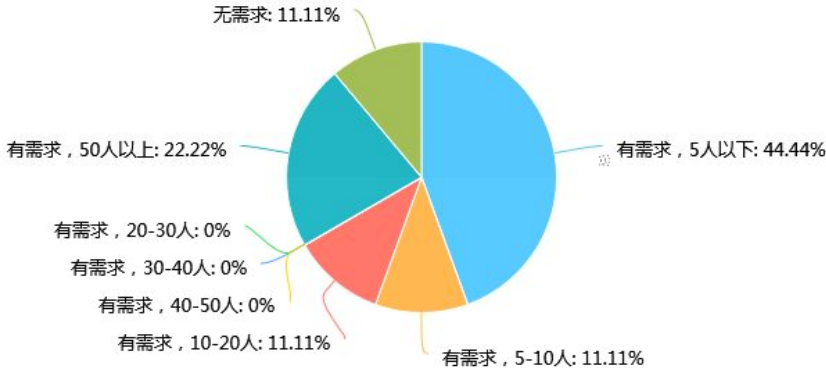
44.44%

5

22.22%



3



4

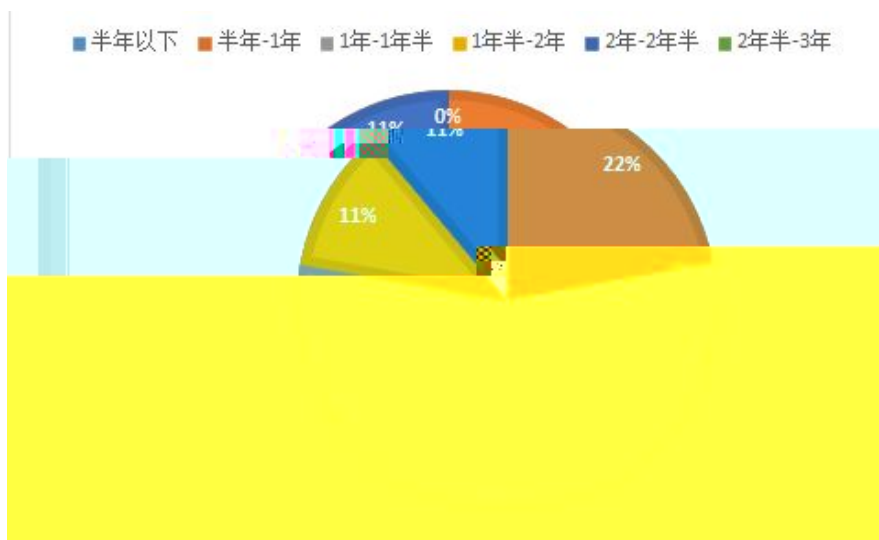
1 1
3000- 5000

66.66%

1 -1

56% 22%

2



5

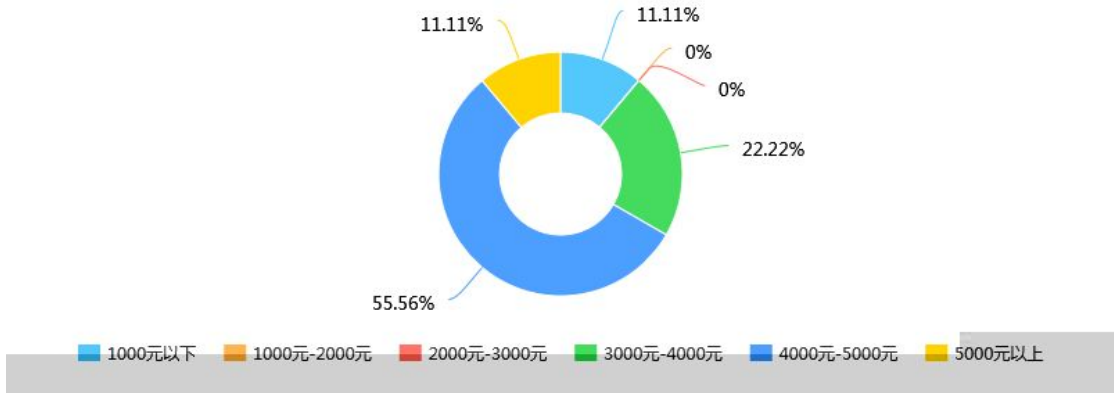
55. 56%

4000- 5000

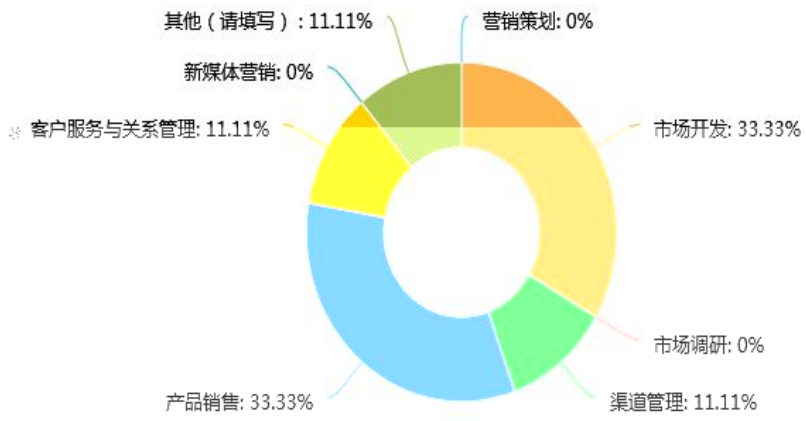
77. 78%

3000- 5000

6



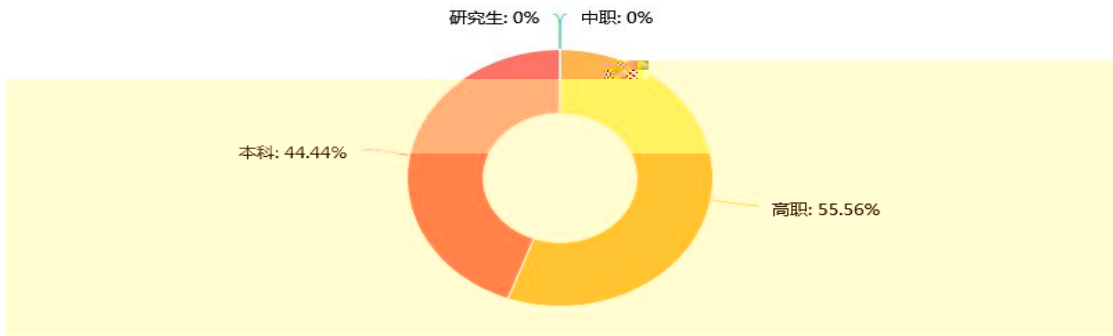
6



7

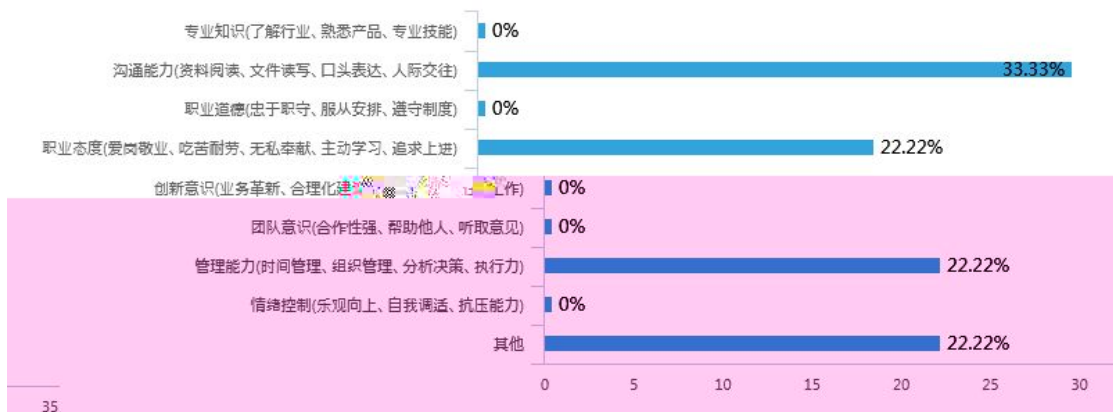
55.56%

44.44%



8

() 33.33% ()
) 22.22% ()
) 22.22% ()
) 22.22%



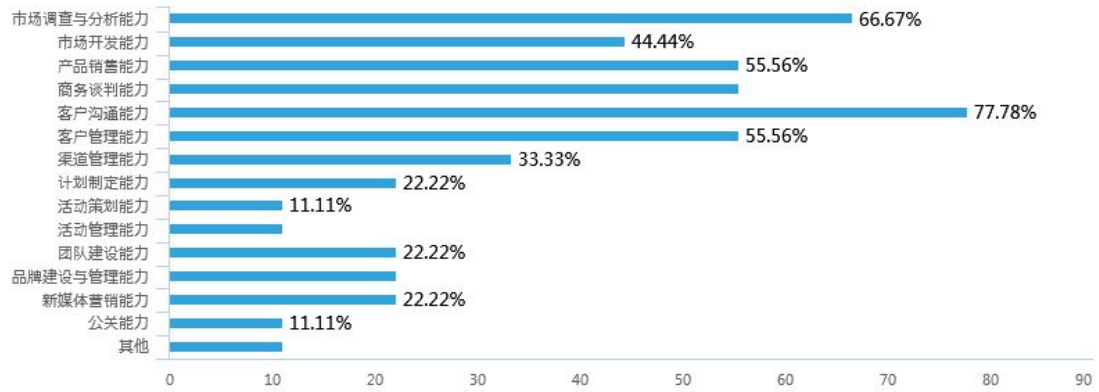
9

77.78%

66.67%

55.56%

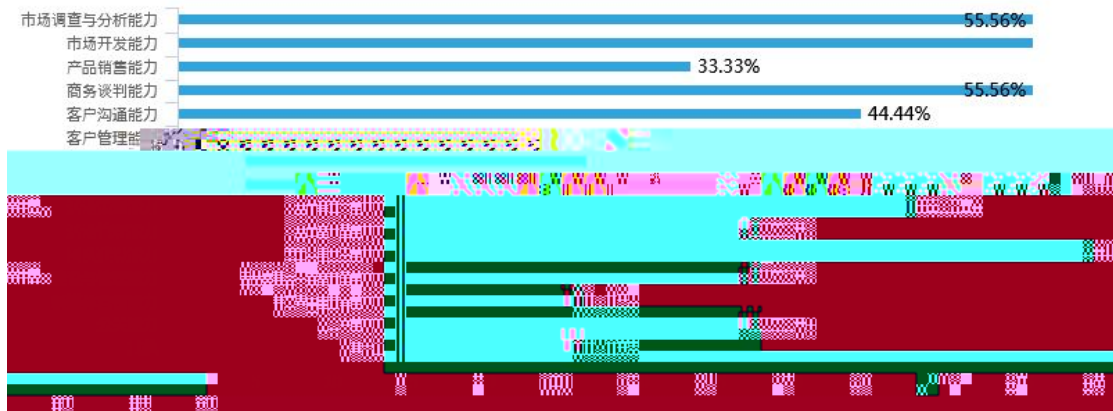
44.44%



10

11.11%

44.44% 33.33%



11

77.78%

66.67%

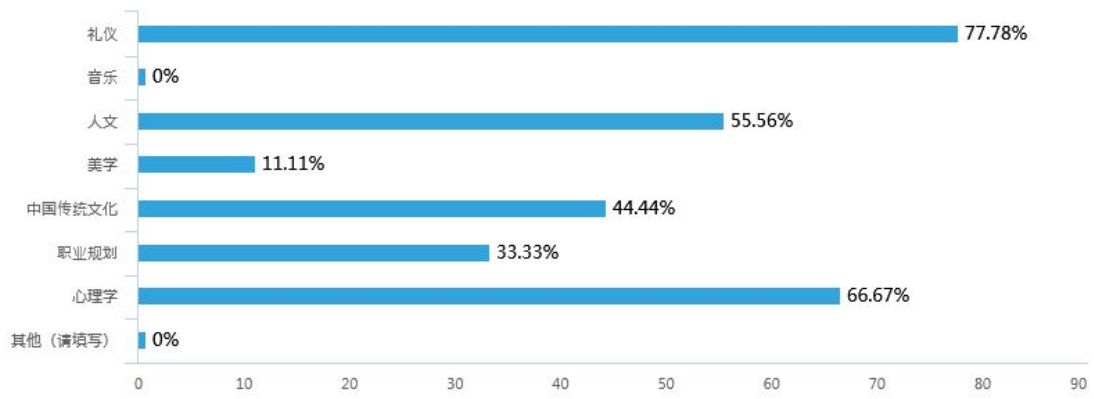
55.56%

44.44%

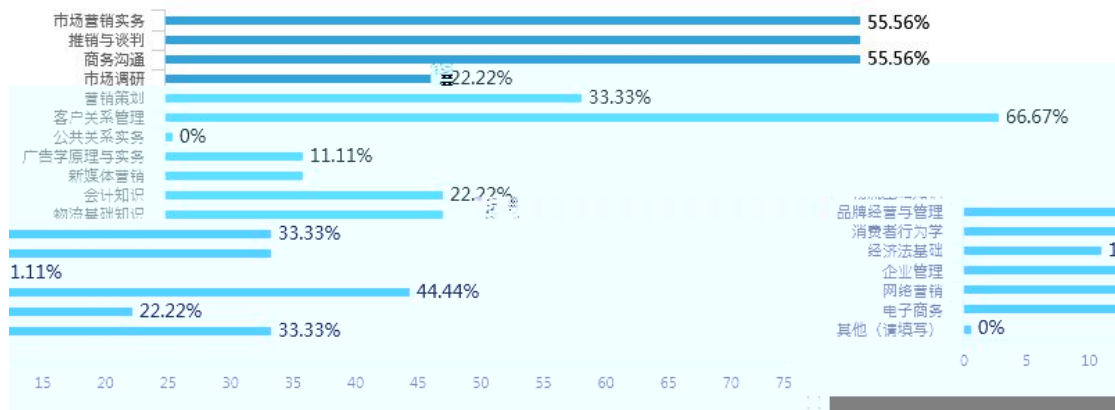
66.67%

55.56%

33.33%



11



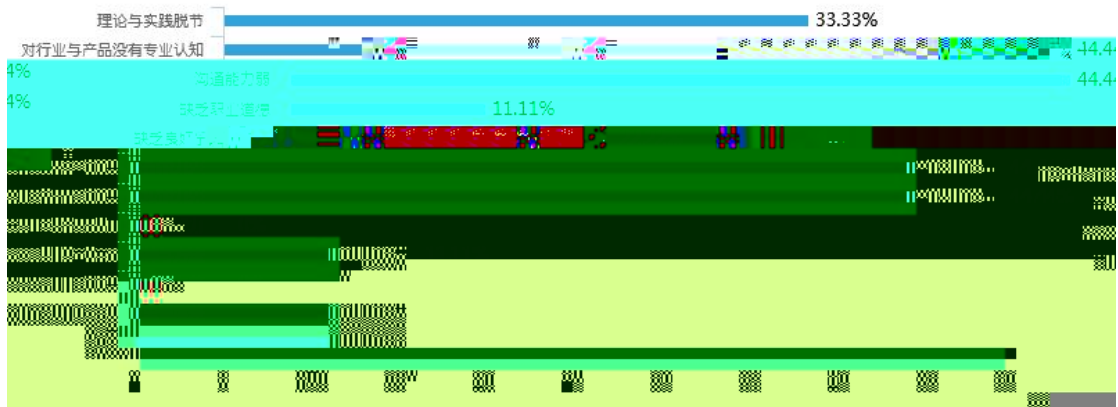
12

13

44.44%

33.33%

22.22%

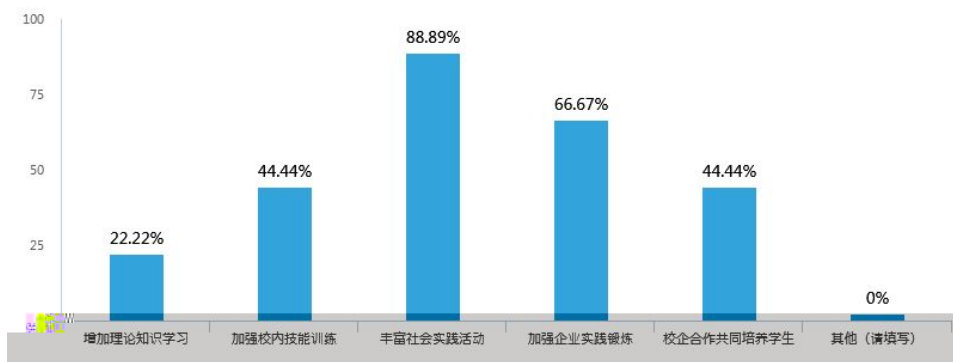


13

66.67%

88.89%

44.44%



14

77.78%

66.67%

55.56%

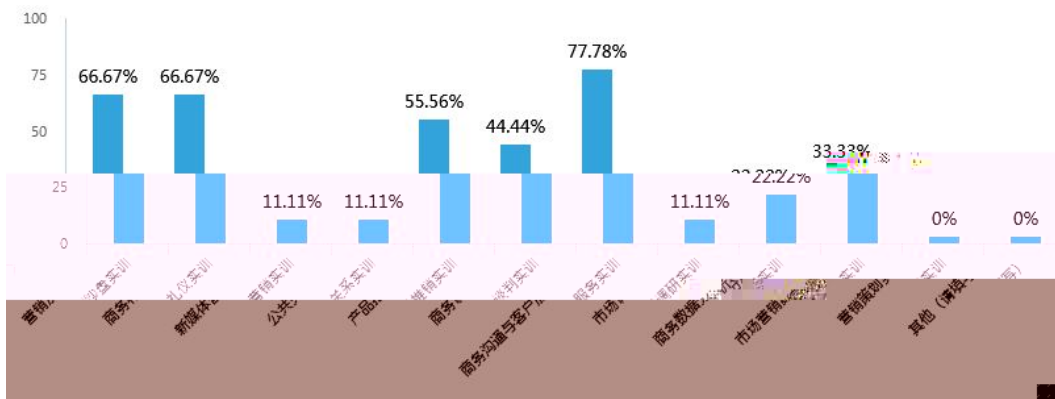
44.44%

88.89%

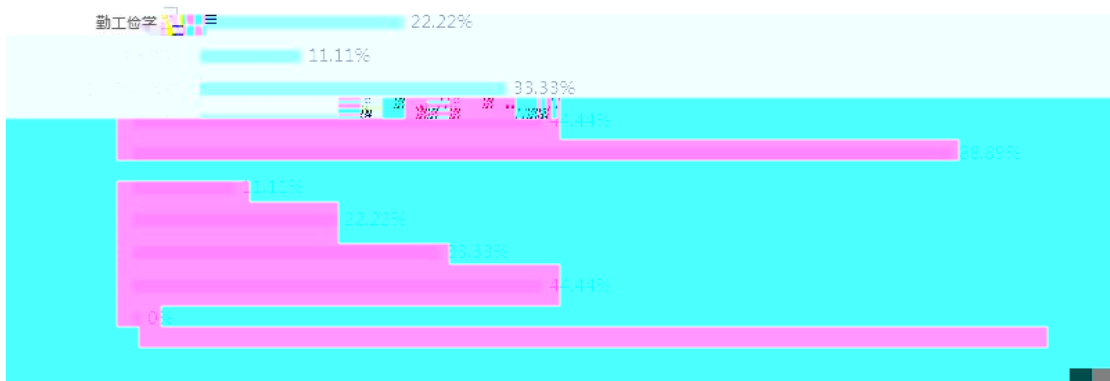
44.44%

33.33%

15 16



15



16

(

)

"

"

55.56%

11.11%

"

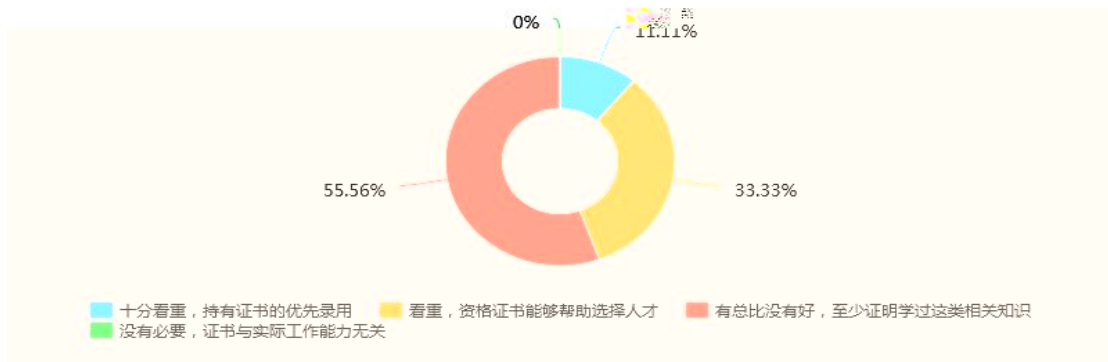
" 44.44%

"

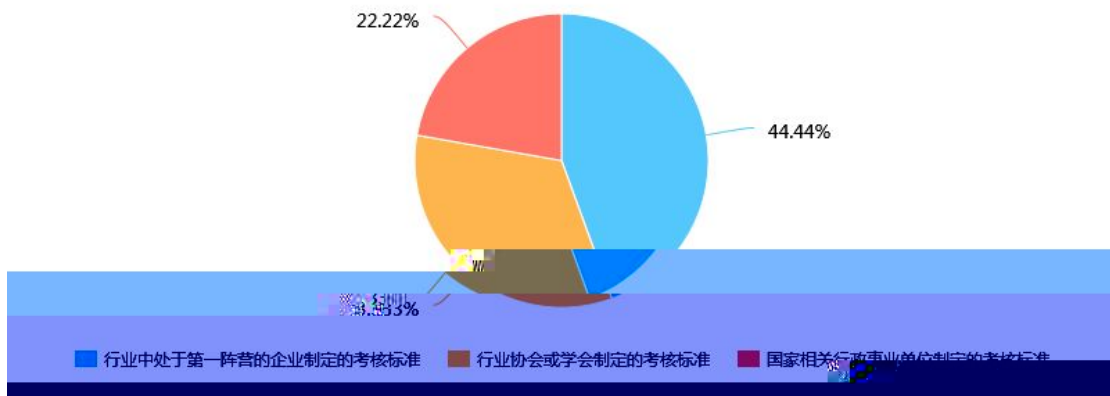
"

" 1+X"

17 18



17



18

55.56%

"

"

"

" 33.33%

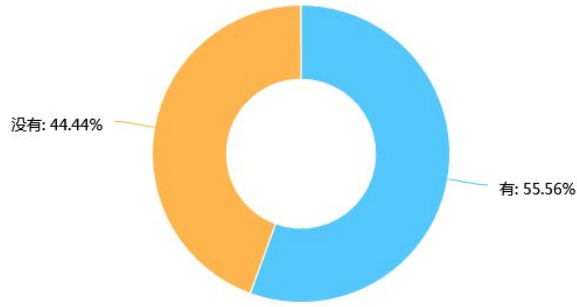
11.11%

“

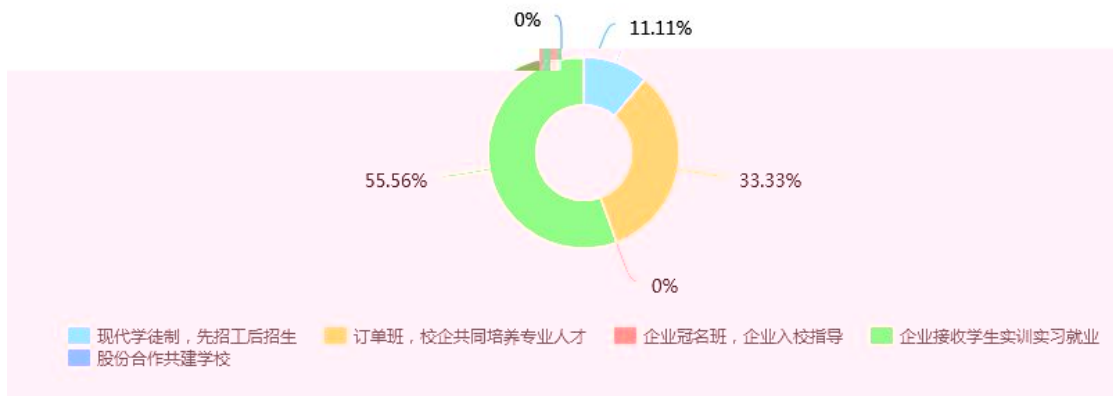
”

19

20



19



20

2018

86%

20%

2018

2018

			2000 /
		4500 /	
	2800 /		20000
/	73.13%		3000
/ - 5000 /			
8.96%			
			15%
		1	
	32.53%		
17.11%			

194

86.08%

83.51%

83.51%

64.43%

"

"

3

1.

1 1

3000-5000

2.

3.

4.

5. 2018

6.

7.

5

8.

9. 2016

1.

2.

3.

4.

5.

6.

7.

8.

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.

?

