

Frequently Asked Questions

Master of Science in Marketing and International Business (MScMIB)

What is the duration of the programme?

The programme is offered in full-time mode with the normative study period of 10 months. The normal duration for the MSc programme is one year (twelve months) full-time study, and the maximum duration is three years.

When is the application period for next academic year?

The application period for 2017-18: from 15 October 2016 to 30 April 2017.

What is the tuition fee per year?

The tuition fee for the academic year 2017-2018 is HK\$152,000 (non-refundable).

Can I change my major programme after successful enrollment?

No, you cannot change the major after taking the offer of MScMIB and the deposit/ tuition fee, once paid will be non-refundable.

What is the admission criteria and requirement for the MScMIB programme?

Applicants should hold a relevant bachelor's degree with first or second class honours awarded by a tertiary education institution recognized for this purpose by the University*; or have obtained an equivalent qualification; or have provided satisfactory evidence of academic and professional attainment. The equivalence of academic and professional qualification will be considered on a case-by-case basis. Applicants with some working experience will be preferred.

**Applicants with a bachelor's degree and who have studied Economics, Information Systems Management, and Statistics at University level are considered business-related degree holders. Applicants with a non-business first degree, and those without a course in Marketing or Economics have to complete a pre-entry bridging course prior to the start of the MScMIB programme.*

What is the language requirement?

As teaching will be mainly conducted in English, candidates are also required to demonstrate their proficiency in English. They should attain a minimum score of 550 (paper-based test) or 213 (computer-based test) or 79 (internet-based test) in the Test of English as a Foreign Language (TOEFL), a band score of 6.5 or above in the International English Language Testing System (IELTS), or a score of 450 in the College English Test (CET) Band 6, or an equivalent score in a recognized test, or an equivalent qualification to prove his/her language proficiency which will be considered on a case-by-case basis**.

***The English language requirement is applicable only to applicants graduating from universities with a non-English medium of instruction. (Note: For an applicant with English test score just below the minimum specified above, such as a band score of 6.0 or above (but below 6.5) in IELTS or a score of 430 or above (but below 450) in CET Band 6, there is flexibility for the academic unit offering the programme to use interview or other means to decide and admit the applicant on a case-by-case basis.)*

How to submit the application

Application can be submitted either via paper form or online application.

Paper Form Submission

Applicants should complete the (i) application form, (ii) together with two reference letters (in sealed envelopes), copies of (iii) academic credentials (certificates and transcripts), (iv) Identity Card and (v) other relevant materials with (vi) an application fee HK\$400 (please do not send cash, we only accept cheque, bankdraft or international credit card) to MSc in Marketing and International Business Programme, c/o Department of Marketing and International Business, Lingnan University.

Online Submission

An applicant should go to the University's online application system to complete (i) the form, submit the copies of (ii) academic credentials (certificates and transcripts), (iii) Identity Card and (iv) other relevant materials and (v) settle the application fee by an international credit card. *An application is valid and accepted only when the payment procedures are successfully completed. Only one programme can be chosen for each online application with an application fee of HK\$400 for normal applications.* While (vi) the original copy of completed recommendation forms (at least two recommendations to support each application) should be sent directly to the Director of MScMIB by post.

How much of the application fee and what is the payment method?

The application fee is HK\$400. Non-refundable.

Payment Method

For non-local students:

By International Credit Card (for online Application only)

By Bank Draft (payable to "Lingnan University")

For local students:

By International Credit Card (for online Application only)

By Bank Draft (payable to "Lingnan University")

By Cheque (payable to "Lingnan University")

What is the format of recommendation letter?

Applicant can ask their referees to write them official letters with the referees' signatures or to complete recommendation forms which is download from the MScMIB Programme website – <http://www.ln.edu.hk/mkt/mscmib/overview/admission.php>

Please note that at least two recommendation letters are required to support each application. The original copy of completed recommendation forms/letters should be sent directly to the Director of of Msc in MIB Programme, c/o Department of Marketing and International Business, Lingnan University, Tuen Mun, Hong Kong.

When the admission results will be released?

The selection process will begin as soon as we receive your application materials and confidential recommendation forms. Short-listed candidates may be required to attend an interview conducted by the Programme Director or other teaching staff of the programme. Applicants will be notified about their application result within one month after the closing date of application.

What is the course structure?

The programme is offered in full-time mode and requires the completion of a total of 30 credit hours, including NINE courses (6 required and 3 electives). This is a full-time, credit-based postgraduate programme. Students have to obtain minimum of 9 courses (30 credits), which consists of 6 required courses (21 credits) and 3 elective courses (9 credits) in order to graduate. The course offering depends on both the demand of students and the resource constraints of the Department.

What is the policy on credit transfer and course exemption?

A student who has passed public, professional, or other examinations recognized by the University, or has successfully completed a similar course at an appropriate level offered by another tertiary institution, may apply for course exemption. A maximum of 6 credit units are allowed to be exempted.

The student will be exempted from taking the corresponding course offered by the University, if the application is approved. However, credits are not granted, and the student has to take another course (may be a specified course or any other course) to make up for the total number of credits required for graduation. In short, all MScMIB students are required to complete a total of 9 courses of 30 credits and meet the minimum GPA requirement of 2.67 for graduation for the MScMIB Programme.

Application for course exemption should be submitted to the Programme Director 6 weeks before class commences. All applications will be assessed by the Programme Director on a case-by-case basis.

How can I apply for the programme scholarship?

The Programme will offer 5-10 scholarships (from full- to partial- tuition fee scholarships) each year to excellent candidates. All students admitted to the programme will be automatically eligible for applying for the award of scholarships.

After I graduate from the MScMIB, how can I join the Associate Membership in the CIM, HKIM and HKMA?

All MScMIB graduates are eligible for Associate Membership in the CIM, HKIM and HKMA. For those who have accumulated a minimum of three years working experience in marketing may apply for a Full Member. To join the membership(s), you should complete and submit application form with supporting documentation as specified by the individual association. Details are available on their websites:

CIM: <http://www.cimhk.org.hk/>

HKMA: <http://www.hkma.org.hk/>

HKIM: <http://www.hkim.org.hk/>

I cannot process the online submission or e-Payment and the system has rejected my submission, why?

It may be the firewall problem, if so, you may need to use another computer or other computer network to try again.

Or you may have chosen a wrong “document type” when uploading your ID card/passport or transcript/certificate online. If so, you need to remove the files and re-upload the file again by choosing the correct document type online.

Alternately, you may submit your application via paper form and have the full-set of application package sent to the MScMIB by post **on or before the application deadline**.

Can I update my TOEFL / IELTS and additional documents after my on-line submission?

Yes, after completion of your online submission and payment, you still can submit any additional supporting materials by email to: mscmib@Ln.edu.hk and send the original copy of recommendation letters by post **on or before the application deadline**.

Contact and inquiry

All enquires can be directed to:

MSc. in Marketing and International Business Programme
c/o Department of Marketing and International Business
SEK112/1, 1/F, Simon and Eleanor Kwok Building
Lingnan University
Tuen Mun, Hong Kong

Tel: (852) 2616 8321

Fax: (852) 2616 5551

Email: mscmib@Ln.edu.hk

QQ: 2981107552

Facebook: <https://www.facebook.com/MscMIB>

Wechat Public Account: LUmscmib

