

MScMIB

MSc in Marketing and International Business

市场及国际企业理学硕士课程

Special Features 课程特色

Teaching and Learning 教与学

To adopt a student-oriented teaching and learning approach and emphasize close faculty-student relationship.

以『学生为本』的教学理念为主导，注重和谐互动的学院师生关系。

Professional Networking Activities 专业社交网络活动

To provide students with whole-person and career development opportunities through professional networking activities.

举办不同的专业社交网络活动开阔视野，协助学生在投入社会前更好地装备自己，实行全人教育提供发展事业的机会。

Consulting Project 咨询项目

To enable students to put theory into practice, and deliver meaningful services to the community upon undertaking consulting projects.

加强学生结合理论与实践的能力，在学期期间提供实习机会，通过为公司提供解决方案以深化整个学习过程。并致力将社会服务的理念融入咨询项目当中，提升社会责任感。

Learning Outcomes 课程学习目标

- To understand the theories and practices of marketing and international business;
深入探讨市场营销和国际企业的理论和实践；
- To demonstrate a global outlook and understanding of cultural diversity and their implications for marketing and management;
掌握全球视野与对文化多样性的理解，及其在市场营销与管理上的应用；
- To analyse consumer and organisational buyer behaviour and its implications for marketing strategy;
通过分析消费者和机构的购买行为来制定市场营销策略；
- To have a solid understanding of international business concepts and trends and an ability to internationalise business models and practices; and
对国际商业概念与趋势有扎实的理解，并能将商业模式和实践国际化；和
- To apply consulting skills to undertake international marketing decisions and operations.
运用咨询技巧进行国际营销决策和运营。



Programme Curriculum 课程结构

Required Courses (6 modules) 必修课程 (6 门)

Consumer Behaviour
消费者行为学

Applied Marketing Research
应用市场研究

International Marketing Management
国际营销管理

International Trade and Investment
国际贸易与投资

E-Commerce and Social Media Marketing
电子商务和社交媒体营销

Consulting Project
咨询项目

Elective Courses (any 3 modules, up to 1 from International Business Cluster)

选修课程 (任选三门, 国际商业范畴最多可挑一门)

Marketing Cluster 市场学范畴

Innovation Management and Digital Transformation
创新管理及数码转型

Integrated Marketing Communications
整合营销传播

Big Data Marketing
大数据营销

Services Marketing and Customer Relationship Management
服务营销及客户关系管理

Financial Services Marketing
金融服务营销

Sales and Retail Management
销售与零售管理

International Business Cluster 国际商业范畴

Purchasing and Logistics Management for eBusiness
电子商务的采购和物流管理

Strategic Management
战略管理

Remarks: The offering of elective courses is subject to sufficient demand and faculty availability.
备注: 选修课程开设与否取决于学生需求及学系教师的教学安排。

Words from Professional



Mr WONG, Hak-kun Sunny

Executive Director of Biofit International Limited
Chairman of MScMIB's Advisory Board

'The MScMIB Programme focuses on personal development. Every student is assigned an academic advisor who offers one-to-one coaching, which is very unique and valuable in itself. Students can discuss any adaptation problems and study and career planning issues with their advisors. Through this effective advising process, an individual student grows, develops one's potential and reaches new heights over time.'

Words from our Associate Director



Prof YAN, Aihua

Associate Director of Taught Postgraduate Programmes Office,
Office of the Faculty of Business

We believe that an investment in education will have significant impact on your future and it is a hard decision to choose the right programme. We believe that our programme, Master of Science in Marketing and International Business, is the right one for you if your goal is to become an inspiring business leader and professional with global vision in the future.

To help you achieve this goal, we create an immersive learning environment by perfectly blending academically focused curriculum, liberal-arts oriented small-class teaching, an individualized advisory system, and a one-year practical consulting project. Through this curriculum design, we expect that our students will be able to effectively solve real-world business problems with viable solutions upon graduation. Beyond the academic environment, our program also supports your learning with a warm, supportive, and culturally diverse environment.

We believe that the future is bright and we look forward to welcoming you to the Lingnan University.

Words from our Alumni



'During the study of MScMIB Programme, I enhanced my research and problem-solving abilities. Through in-depth literature research, experimental design, and data analysis, I learned how to conduct scientific analysis and achieve meaningful results. In the consulting project, I had the opportunity to communicate with company executives, design product strategies, and apply theoretical knowledge in practical situations. This experience has laid a crucial foundation for my future career.'

This year of study was a journey filled with challenges and rewards for me. This valuable experience has been instrumental in shaping my professional development and life path.'

Mr QIN Luyu (MScMIB 2023 Graduate)



'The MIB programme not only provides fundamental understanding of business, and it is also a cornerstone of my entrepreneurial career. Nine months with MIB has transformed me from a young graduate into a business professional.'

It takes a good head and a good heart to be successful. MIB has changed the way I see things and the way I speak, which makes me have deeper interpersonal relationships with friends, colleagues and strangers. After nine months of intensive studies in MIB, I would like to share the elements of success with you, which are integrity, trust, honesty, determination, and desire to succeed. MIB has many successful professors and smart students, some of them would be my best friends and business partners. With the international business network and the professional knowledge from the programme, I am able to fly through any obstacles I may face in the future. MIB impressed me the most was not only what I have accomplished professionally and academically, but also the way I was and the way I am.'

Mr XU, Lucas (MScMIB 2019 Graduate)

Professional Recognition 专业资格认可



Hong Kong Institute of Marketing 香港市务学会

Graduates of the Programme are eligible for Associate Membership of the Hong Kong Institute of Marketing (HKIM).

本课程毕业生具备资格成为准会员。



Hong Kong Management Association 香港管理专业协会

Graduates of the Programme are eligible for Associate Membership of the Hong Kong Management Association (HKMA).

本课程毕业生具备资格成为准会员。



Chartered Institute Marketing 英国皇家特许行销学会

Graduates of the Programme are eligible for Associate Membership of the Chartered Institute Marketing (CIM).

本课程毕业生具备资格成为准会员。

Completion of the Programme also gives its graduates a further option of becoming a Full Member of these respective professional organisations after accumulating a minimum of three years' work experience in marketing.

市场及国际企业理学硕士课程的毕业生将具备成为香港市务学会（HKIM）、香港管理专业协会（HKMA）和英国特许市务学会（CIM）的准会员资格。要成为以上专业团体的正式会员，需要最少累积满三年的相关工作经验。

Admission Requirements 入学条件

General qualifications 一般学历要求

- Hold a bachelor's degree awarded by a recognized tertiary institution or have equivalent qualifications, which will be considered on a case-by-case basis.

申请者需持有认可大学的学士学位或拥有其他同等学历（视乎申请者情况作个别考虑）。

Language requirements 语言要求

- An applicant whose degree is not from a tertiary institution in Hong Kong or an English-speaking country should obtain a minimum score of 550 (paper-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).

除非持有香港或其他英语国家大学颁发的学位，其他申请人必须符合以下要求：托福考试（TOEFL）最低成绩达550分（纸考）或79分（网考）；或雅思考试（IELTS）最低成绩达6.5分。

- Applicants who do not fulfil the above language requirements but have an equivalent score in a recognized test, or an equivalent qualification assessment to prove their language proficiency may be considered on a case-by-case basis.

未达到上述语言要求但持有同等资格的申请者，或有同等资格评估以证明其语言能力的申请者，会作个别考虑。

Pre-entry courses 预科课程

- Applicants holding a non-business degree are required to pass pre-entry courses in Marketing and Economics prior to the start of the Programme.

非商科学位的申请者将需于本课程开始之前通过市场学或经济学的预科课程。

Scholarships & Financial Assistance

奖学金及学费资助

- Academic merit-based entrance scholarships (from partial to full tuition fee) are available each year for outstanding students.

为优秀的申请者提供入学奖学金，包括全额、半额、或部分学费资助。

- Local students are eligible for applying the Extended Non-means Tested Loan Scheme (ENLS). For more information, please visit <https://www.wfsfaa.gov.hk/sfo/en/postsecondary/enls/overview.htm>

香港本地学生可申请“扩展的免入息审查贷款计划（ENLS）”，具体详情可浏览在职家庭及学生资助事务处网页。

Master of Science in Marketing and International Business

市场及国际企业理学硕士课程

Tuition Fee (2024/25): Local students - HK\$208,000

学费 (2024/25): 香港本地生: 港币 208,000 元

Non-local students - HK\$248,000

非香港本地生: 港币 248,000 元

Mode of Study:

修读方法:

Full-time

全日制

Study Period:

修读年限:

Normal - 1 year

一般年限: 1 年

Maximum - 3 years

最长年限: 3 年

Modules Required:

课程要求:

9 modules

9 门

Credits Required:

学分要求:

30 credits

30 学分

Medium of Instruction:

授课语言:

English

英文

Enquiries 信息及咨询

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