

# Minor in Social Media Management (From 2021-22)

**NEW**

## Required courses (2 courses, 6 credits)



CLC9022 The Digital Economy and Social Media

MKT3001 Social Media Marketing



## Elective Courses (3 courses, 9 credits)

Choose any THREE of the following courses:

CLA9003 Innovation in Practice



CUS3007 Social Media Literacy



ECON3002 The Economics of the Digital Economy



MKT2231 Advertising and IMC



MKT3006 Marketing Analytics



MKT3301 e-Marketing



MKT3201 Consumer Behaviour



MKT3203 Marketing Research



ENQUIRIES: [MIB@LN.EDU.HK](mailto:MIB@LN.EDU.HK) /  
2616-8239 OR 2616-8240

DEPT. OF MARKETING AND INTERNATIONAL BUSINESS



Lingnan 嶺南大學  
University 香港 Hong Kong