

**CO-HOST MAJOR
BUSINESS ANALYTICS AND INNOVATION &
MINOR PROGRAMMES HOSTED BY MIB**

Minor in Social Media
Management



Minor in Marketing



Minor in Global
Business

MIB

SCHOLARSHIPS & AWARDS

- Entrance Scholarships
- MIB Scholarships
- SEP Scholarships
- The Best Year 3 Student Award
- The Best Final Year Student Award
- The Best Minor in Marketing Student Awards

More Details >>>



Professional Recognition

Our programme is well recognised by business sectors and professional bodies. Graduates of the Marketing & Social Media Major are eligible for Associate Membership from the Hong Kong Institute of Marketing and Affiliate Professional Membership from the Chartered Institute of Marketing.

Lingnan 嶺南大學
University of Hong Kong Office of Student Affairs

AWARDS PRESENTATION CEREMONY
獎學金頒獎典禮 2025-26



REMARKS FROM GRADUATES

TANG Wai Leung, Calvin
Marketing Director of
North APAC & SEA Region
Alibaba Cloud
Graduate of 2005 (BBA-Marketing)



Calvin Tang is a distinguished marketing professional and digital transformation leader with a career spanning telecommunications, FMCG, and cloud technology. A proud Lingnan University alumnus, he earned his Bachelor of Business Administration in Marketing with a minor in Chinese Business Studies, laying the foundation for his dynamic career.

Beginning in market research and brand management, Calvin spearheaded high-impact projects such as the rebranding of China Unicom's prepaid SIM cards and the organization of international trade fairs. His expertise led him to Alibaba Cloud, where he played a pivotal role as one of the founding marketing team members in Hong Kong. With a focus on scalable growth, he expanded the brand's presence across Greater China and the Asia-Pacific region, driving initiatives like Macau's digital transformation and delivering cloud solutions for the 2018 PyeongChang Winter Olympics. Beyond corporate achievements, Calvin is committed to social innovation. He has collaborated with non-profit organizations to develop an online flag-selling platform and curated projects featuring AI-generated artwork by individuals with disabilities, blending technology with inclusive empowerment.

His journey reflects Lingnan University's ethos of excellence, resilience, and societal contribution—qualities he embodies as a leader who balances strategic vision with a dedication to uplifting communities.



LAW Ka Ki, Franklin
Marketing Director
Ocean Park Corporation
Graduate of 2007 (BBA-Marketing)

Since graduating from Lingnan University's BBA in Marketing in 2007, the lessons in strategic thinking, resilience, and communication I gained from its close-knit community have quietly guided my career across the Entertainment and TMT sectors.

In 2022, amidst Hong Kong's pandemic-driven tourism downturn, I made the defining decision to join Ocean Park—betting on the city's eventual rebound. Today, as Marketing Director, I oversee branding, acquisition, loyalty, and e-commerce. Leading campaigns like "The Panda-monium" celebrating Hong Kong's giant panda twins earned me "Marketer of the Year" at the HKMA Awards for Marketing Excellence 2025, alongside five other honors for our team.

To current Lingnan students, my advice is simple: don't wait for the "safe" moment to make a bold move. Success lies beyond marketing theory. Invest in unwritten skills—build genuine cross-industry networks, practice empathy by understanding your counterparts before meetings, and apply critical, logical thinking to solve real-world problems.

TSE Wing Yan, Kelly
Host and Content Creator for the Online Channel
《Healthcode》
Former i-Cable News Anchor
Graduate of 2022 (BBA-Marketing)



Looking back, the most profound lesson I learned from my marketing studies at Lingnan University is the importance of 'understanding market needs' and to truly understand what the market requires, the essential prerequisite is to actively engage with the world. Whether during my previous role as a TV news anchor or through my transition into an online channel host and content creator, both experiences embody this principle.

In my current role, I connect daily with the latest happenings in society and stay attuned to what matters most to the public. Transforming these insights into creative inspirations to produce content that informs, engages, and fulfills the audience brings me immense fulfillment.

Ultimately, my foundation in BBA (Hons) Marketing Programme has consolidated my strategic thinking and creative execution in my current work.

MIB

Department of Marketing and
International Business

市場及國際企業學系



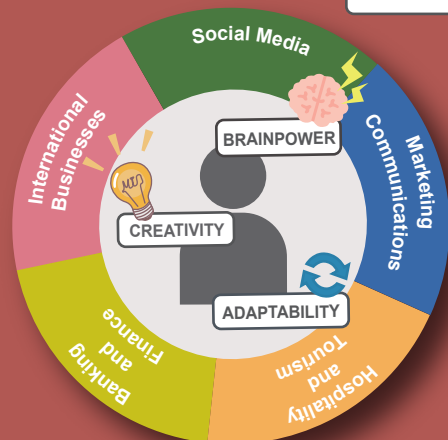
**Overview of Major and Minor programmes
in Marketing and International Business**

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Marketing & Social Media Major In the BBA (Hons) Programme

What we learn



What we earn



STEM INTERNSHIP SCHEME

Our business undergraduates with a major in "Marketing and Social Media" are eligible to join the Scheme launched by the Innovation and Technology Commission of the HKSAR Government to gain Innovation and technology-related work experience during their studies. Student interns will receive the allowance subject to the arrangements of the University.

The Structure of the BBA (Hons) Programme - Marketing & Social Media Major (Effective from 2026-27 Intake)

- Language Courses (18 credits)
- Core Curriculum (27 credits)
- Free Electives (27 credits)
- BBA Required Courses (36 credits)
- Marketing & Social Media Major Courses (15 credits)

Total: 123 credits



Marketing & Social Media Major A total of five courses (15 credits)

Required Courses (3 courses, 9 credits)

- Social Media Marketing
- Consumer Behaviour
- Marketing Research

Electives Courses (any 2 courses, 6 credits)

- The Digital Economy and Social Media
- Advertising and Integrated Marketing Communications
- Crisis Communication and Social Media
- International Event Marketing: Social Media and Societal Impact
- e-Marketing
- International Marketing Management
- Strategic Brand Management



Core Curriculum Courses from MIB

CLA : Creativity and Innovation	• Innovation In Practice
CLC : Management and Society	• The Digital Economy and Social Media • To Care About Our Society – Social Marketing
CLE : Values, Cultures and Societies	• Consumer Culture and Values



Free Elective Courses from MIB

- Marketing Analytics
- Digital Innovation
- International Marketing Management
- Doing Business in Emerging Markets
- Green Marketing: ESG and Sustainability
- Retailing and Distribution Management

