**Curriculum Structure**

All students are required to take five common courses in Term one. In Term two, students will select four elective courses (limited to maximum 2 courses from the International Business Cluster).

The programme offers students with hands-on work experience when undertaking a year-long course of "Consulting Project" under notable companies’ sponsorship.

**Term One:**
- Consumer Behavior
- Services Marketing and CRM
- International Trade and Investment
- Applied Marketing Research
- International Marketing Management

**Term Two:**
- Marketing Cluster
- Business to Business Marketing
- Integrated Marketing Communications
- E-Commerce and Social Media Marketing
- International Business Cluster
- Strategic Management
- Multinational Financial Management
- Innovation and New Product Development
- Sales and Retail Management
- Financial Services Marketing
- Comparative and Cross-Cultural Management
- Globalization and Financial Market Development

**Entry Requirements**

To be eligible for admission, a candidate should have:
- a recognized first degree;
- language proficiency by passing either TOFEL with score of 550 (paper-based test) or 79 (internet-based test) or IELTS with a score of 6.5 or above.

**Pre-entry Bridging Course**

Applicants with a non-business degree, and those without a course in Marketing or Economics are required to pass a pre-entry bridging course prior to the start of the MSc programme.

**Time and Venue of Classes**

The classes will normally be held on weekdays and / or Saturdays at Lingnan Campus.

**Language of Instruction**

English (mainly)

**Tuition Fee**

Tuition fee for the MScMIB Programme is **HK$152,000**.

**Scholarships**

The Programme will offer 5-10 scholarships (from full- to partial- tuition fee scholarship).

**Enquiry**

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