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扩阔视野，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) 选修课程（任选三门）	
Innovation Management and Digital Transformation 创新管理及數碼轉型	Integrated Marketing Communications 整合营销传播
Big Data Marketing 大數據營銷	Financial Services Marketing 金融服务营销
Sales and Retail Management 销售与零售管理	Strategic Management 战略管理
Purchasing and Logistics Management for eBusiness 电子商务的采购和物流管理	Cloud-based Solutions for Digital Business Transformation 云计算驱动的企业数字化解决方案
Introduction to Python Programming 程式设计入门	ESG Accounting and Disclosure ESG 会计和披露
Sustainability in Hong Kong and Mainland China 香港和中国内地的可持续发展	

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

'The MScMIB programme has provided me with a comprehensive understanding of both domestic and global market dynamics, as well as the tools to analyze and respond to market trends effectively. Through systematic learning, I have developed a strong foundation in international marketing, market research, and strategic management, which has helped me build a clear and logical knowledge framework in my field of study.

Moreover, I have gained not only expertise in marketing and international business but also unforgettable memories and a broader worldview. This year has laid a solid foundation for my future career and inspired me to pursue excellence in the field of global business.'

Mr WANG, Jiaqi (MScMIB 2025 Graduate)

'The MScMIB programme has provided me with an excellent teaching environment and high-quality faculty. Every professor and mentor possesses outstanding expertise and extensive practical experience. They not only impart knowledge in the classroom but also act as our guides and inspirers. Their meticulous guidance and selfless sharing have enabled me to continuously grow in the academic field and gain valuable guidance for my professional career.

Furthermore, the programme also provides us with Consulting Project opportunities. These experiences allow me to apply the knowledge learned in the classroom to practical problem-solving and establish close connections with the business world. Such practical experiences not only enrich my personal journey but also provide valuable assets for my future career development.'

Mr PAN, Yewen (MScMIB 2023 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 of Marketing 英国皇家特许行销学会

Graduates of the Programme are eligible for Associate Membership of the Chartered Institute of 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 79 (internet-based test) in the Test of English as a Foreign Language (TOEFL); a band score of 6.0 or above in the International English Language Testing System (IELTS); a minimum score of 450 in the Chinese Mainland's College Entrance Test Band 6 (CET6).
  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79分（网考）；或雅思考试（IELTS）最低成绩达 6.0 分；或全国大学英语六级（CET6）最低成绩达450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。
- For IELTS and TOEFL qualifications, the University only accepts results that are within the validity period. The TOEFL iBT® Home Edition will no longer be accepted.
  对于雅思和托福资格，大学只接受在有效期内的成绩。托福 iBT® 家庭版的英语成绩将不再被接受。

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。

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Tuition Fee (2026/27): 学费（2026/27）:	Local students - HK$228,000 香港本地生：港币 228,000 元 Non-local students - HK$278,000 非香港本地生：港币 278,000 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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Application Deadline: June 30, 2026
申请截止日期：2026年6月30日

Website 课程网站
LN.edu.hk/mkt/mscmib/

WeChat 微信
LUmscmib