

CO-HOST MAJOR – DIGITAL BUSINESS & MINOR PROGRAMMES HOSTED BY MIB



SCHOLARSHIPS & AWARDS OFFERED BY MIB

- MIB Scholarships
- MIB Student Enhancement Programme Scholarships
- The Best Minor in Marketing Student Awards



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.

REMARKS FROM GRADUATES



My passion for Marketing started when I was an undergraduate student at Lingnan University. The BBA (Hons) Marketing Programme provides in-depth and comprehensive knowledge to students about various aspects of marketing and equips students with powerful tools for pursuing a professional career or further education in marketing. All marketing faculty and lecturers at Lingnan are extremely patient and kind, guiding students to learn the applications of marketing in real business contexts through in-class discussions, activities, presentations, and examples. I am glad that I chose Marketing as my major at Lingnan. I strongly encourage you to consider the BBA (Hons) Marketing & Social Media Programme to reach your full potential.

Li Jiaoyang, Krista
Associate Professor of Marketing
Kelley School of Business, Indiana University, U.S.A.
Graduate of 2002 (BBA-Marketing)



I benefitted tremendously from the advice and support of the professors in MIB. They inspired me to apply my marketing knowledge and skills in service learning projects, summer internships, training workshops, as well as the University's new student orientation and ambassador programmes. These platforms provided me with hands-on practical experience and valuable opportunities to practice my leadership and teamwork skills. I encourage you to discover the unique strength and beauty of liberal art education through your own eyes. Treasure every moment there.

SO Chun Hin, Anthony
Co-founder & CEO of OnGrad
Graduate of 2014 (BBA-Marketing)

MIB

Department of Marketing and
International Business
市場及國際企業學系



An Introduction to the Major and Minor Programmes in Marketing and International Business

香港屯門嶺南大學郭少明伉儷樓1樓101室
Lingnan University, SEK101, 1/F
Simon and Eleanor Kwok Building
Tuen Mun, Hong Kong
Telephone: (852) 2616 8239
E-mail: mib@LN.edu.hk
Website: www.LN.edu.hk/mkt



MARKETING & SOCIAL MEDIA MAJOR IN THE BBA (HONS) PROGRAMME

Business organisations have long recognised the importance of staying in touch with customers, staying ahead of competitors, and staying together with different internal and external stakeholders in response to new demands and challenges. Inspired to infuse in students such a customer, competitor, international and market-oriented mindset, Lingnan's Marketing & Social Media Major develops students' entrepreneurial, innovative, and administrative skills to capture markets of today and the future. Graduates of the Major are adaptive, creative and well-equipped to capture opportunities arising out of a highly competitive business environment. Our graduates are employed in exciting fields including banking and finance, marketing communications and consultancy services, hospitality and tourism, social media, trading and international businesses. Over the years, they have made significant progress in their careers and taken up important leadership positions in work and in the community.

THE STRUCTURE OF THE BBA (HONS) PROGRAMME – MARKETING & SOCIAL MEDIA MAJOR

(Effective from 2022-23 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

CORE CURRICULUM COURSES FROM MIB

CLA : Creativity and Innovation	<ul style="list-style-type: none"> • Innovation In Practice
CLC : Management and Society	<ul style="list-style-type: none"> • The Digital Economy and Social Media (NEW) • To Care About Our Society – Social Marketing
CLD : Science, Technology, Mathematics and Society	<ul style="list-style-type: none"> • Using The Internet For Learning And Research
CLE : Values, Cultures and Society	<ul style="list-style-type: none"> • Consumer Culture and Values



MARKETING & SOCIAL MEDIA MAJOR A TOTAL OF FIVE COURSES (15 CREDITS)

(Effective from 2022-23 intake)

Major Required (2 courses, 6 credits)

- Consumer Behaviour
- Marketing Research

Major Electives (any 3 courses, 9 credits)

- e-Marketing
- Social Media Marketing
- Strategic Brand Management
- Marketing in the Chinese Mainland
- International Business Management
- Retailing and Distribution Management
- The Digital Economy and Social Media (**NEW**)
- Advertising and Integrated Marketing Communications

FREE ELECTIVE COURSES FROM MIB

- Service Marketing
- Marketing Analytics
- Marketing Strategies
- Digital Innovation (**NEW**)
- Selling and Sales Management
- Business to Business Marketing
- Marketing for Financial Services
- International Marketing Management
- Doing Business in Emerging Markets (**NEW**)

