

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积极装备自己, 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 Market 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

Services Marketing and Customer Relationship
Management
服务营销与客户关系管理

Consulting Project
咨询项目

Elective Courses (any 3 modules, up to 1 from International Business Cluster)

选修课程 (任选三门, 国际商业领域最多可挑一门)

Marketing Cluster 市场学范畴

Innovation and New Product Development
创新及新品开发管理

Integrated Marketing Communications
整合营销传播

Big Data Marketing
大数据营销

E-Commerce and Social Media Marketing
电子商务和社交媒体营销

Financial Services Marketing
金融服务营销

International Business Cluster 国际商业范畴

Purchasing and Logistics Management for eBusiness
电子商务的采购和物流管理

Strategic Management
战略管理

Remarks: The offering of elective courses is subject to sufficient demand and faculty availability.
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 Programme Coordinator



Prof CHEN, Yu-jen

Programme Coordinator, MSc in Marketing and International Business
Associate Professor, Department of Marketing and International Business

'The MScMIB Programme specially designed to orientate graduates from diverse academic backgrounds with a critical awareness of contemporary concepts, theories, and tools in the fields of marketing and international business, and prepare them for a career in global management. The year-course Consulting Project is the only taught postgraduate studies in Hong Kong that enables students to experience real business environment when undertaking a year-long Consulting Project under notable companies' sponsorship.'

Words from our Alumni



'My studying experience in MIB would not only be my fundamental understanding of business but also the cornerstone of my entrepreneurial career. Nine months with MIB has transformed me from a young graduate into a business professional.

It takes a good head and a good heart to be successful. MIB would change the way I see things, I would talk differently, I would have deeper interpersonal relationships with my friends, my colleagues, and strangers. After nine months of intensive studying the skills and knowledge in MIB, I could share the elements to success with all, which are integrity, trust, honesty, determination, and desire to succeed. MIB has many successful professors and smart students, some of them would be my best friends and business partners. With the international business network, I gained from MIB and the better understanding of business I learned in MIB, I would be able to fly through any obstacles I might face in the future. MIB impressed me the most was not only what I have accomplished professionally and academically, but also the way I was and the way I am.'

Mr XU, Lucas (MScMIB 2019 Graduate)



'This MSc in Marketing and International Business Programme allows you understanding of consumer's psychology and conducting market research. Ultimately, with a variety of propositions, you will be able to plan out professional marketing campaigns.

The year-course Consulting Project enables you to experience real business environment, negotiating with clients, discussing with supervisor and putting forward strategies for the company sponsors. This is not only an interesting and challenging project, but one to apply theories learnt.'

Ms WEI, Yandan (MScMIB 2018 Graduate)

Professional Recognition 专业资格认可



Hong Kong Institute of Marketing 香港市场学会

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 Marketing 英国皇家特许行销学会

Graduates of the Programme are eligible for Associate Membership of the Chartered Institute 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场学会（HKIM）、香港管理专业协会（HKMA）和英国特许市场学会（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 550 (paper-based test) or 79 (internet-based test) in the Test of English as a Foreign Language (TOEFL), a band score of 6.5 or above in the International English Language Testing System (IELTS).

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 550 分（纸考）或 79 分（网考）；或雅思考试（IELTS）最低成绩达 6.5 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。

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.

非商科学位和未曾修读过市场学或经济学的申请者将需于本课程开始之前通过相应预科课程。

Scholarships & Financial Assistance 奖学金及学费资助

- 5-10 entrance scholarships (from partial- to full- tuition fee scholarship) are available each year for excellent candidates.

每年均提供约5至10名入学奖学金予优秀的申请者，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).

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。

Master of Science in Marketing and International Business 市场及国际企业理学硕士课程

Tuition Fee (2021/22): Local students - HK\$168,000*

学费 (2021/22): 香港本地生: 港币 168,000 元*
Non-local students - HK\$168,000*
非香港本地生: 港币 168,000 元*

Mode of Study: Full-time
修读方法: 全日制

Study Period: Normal - 1 year
修读年限: 一般年限: 1 年
Maximum - 3 years
最长时间: 3 年

Modules Required: 9 modules
课程要求: 9 门

Credits Required: 30 credits
学分要求: 30 学分

Medium of Instruction: English
授课语言: 英文

Enquiry 信息及咨询

Tel 电话: (+852) 2616-8321
E-mail 电邮: admission_mib@LN.edu.hk

* Subject to the University's approval
* 有待大学审批

Website 课程网站
LN.edu.hk/mkt/mscib/

WeChat 微信
LUmscib

