

School Nominations Direct Admission Scheme (SNDAS)
Programme and Admission Requirements of Designated Programmes
in the 2027/28 Academic Year

I. Programme information

(a)	University	Lingnan University
(b)	Programme	Bachelor of Business Administration (Honours)-Marketing and Social Media (Features: Integrated Marketing/Social Media & Digital Marketing/Consumer Behaviour & Marketing Research)
(c)	JUPAS programme code	JS7215
(d)	Programme duration	4 years

II. Programme admission requirements

Admission requirements		
(a)	Top 25% in class ranking in Secondary 5 and Secondary 6 (first term)	Mandatory
(b)	Outstanding academic result in Chinese Language	
(c)	Predicted grade of Level 4 or above in Chinese Language of HKDSE Examination	
(d)	Possess good communication, analytical and problem solving skills	
(e)	Received scholarship/prizes due to outstanding academic performance	Preferred
(f)	Engaged in community services	

III. Application requirements

Application requirements		
(a) JUPAS application		
(i)	Band A choice in nominee’s JUPAS application	Mandatory
(ii)	Submission of Other Experiences and Achievements in Competition / Activities (OEA)	
(iii)	Submission of Student Learning Profile (SLP)	
(b) Other application materials		
(i)	Recommendation letter	Mandatory
(ii)	School reports showing the nominee’s academic performance and class ranking in Secondary 5 and Secondary 6 (first term)	
(iii)	School’s assessment on the nominee’s predicted grades in the 2027 HKDSE examination	

IV. Assessment of application

Assessment		
(a)	Nominee should demonstrate outstanding performance in interview.	Mandatory

V. Enquiry and nomination submission channel

- (a) Enquiries from schools / students on the programme can be addressed to:

Name: Mr. Aun Wong

Post title: Administrative Manager, Undergraduate Admissions Office, Registry

Telephone: 2616 8750

Email: LU_SNDAS@LN.edu.hk

- (b) Nominations from school principals should be submitted via:

Email (Email address: LU_SNDAS@LN.edu.hk)