

**mis**

Marketing Institute  
of Singapore  
Business School

# ANNUAL REPORT 2024



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## ABOUT US

The Marketing Institute of Singapore (MIS) Business School was established in 1981 as a not-for-profit organisation to provide globally recognised courses in marketing, sales, and business with the goal of empowering professionals and students with a competitive advantage by meeting the evolving demands of the business world through education.

# CORE VALUES

The Marketing Institute of Singapore Business School is driven by a strong vision: to create and connect marketers. This approach aims to develop well-rounded marketers who understand the broader impact of marketing on businesses and society. The institute's mission is to nurture professionals who excel in their field and contribute to positive change in the world of marketing.

## VISION

*Creating Marketers*

## MISSION

*Creating Marketers  
Through Quality Education*

## EXCELLENCE

We strive for excellence in all areas of our organisation from understanding our stakeholders' needs to helping them realise their goals.

## COMMITMENT

We are committed to provide high quality education and a nurturing environment to our students.

## INTEGRITY

We aim to create a relationship built on integrity and responsibility between our members, our students, and our staff.

## TEAMWORK

We encourage and foster teamwork across the organisation through open communication and sharing of ideas.

## ENTERPRISE

We encourage innovation and learning amongst our members, our students, and our staff by exploring the frontiers of knowledge for continual progress.



# 31<sup>ST</sup> MIS BUSINESS SCHOOL EXECUTIVE COUNCIL



**Roger Wang**  
President



**Dylan Tan**  
Hon Secretary



**Angelina Gan**  
Asst Hon Secretary



**Vincent Ng**  
Hon Treasurer



**Frederick Chin**  
Asst Hon Treasurer



**Douglas Koh**  
Council Member



**Fong Wai Keong**  
Council Member



**Rachel Lyu**  
Council Member

## ACTIVITY OVERVIEW OF EXECUTIVE COUNCIL

### Annual General Meeting (AGM)

The Marketing Institute of Singapore Business School held their 31<sup>st</sup> Annual General Meeting on Friday, 24 May 2024 at 8pm. Minutes of the AGM were read and passed.

### Meetings of the Marketing Institute of Singapore Business School Executive Council

The 31<sup>st</sup> Marketing Institute of Singapore Business School Executive Council held a total of 7 council meetings and sub-committee meetings between May 2024 and March 2025.

Name	Position	Total Meetings Attended
Roger Wang	President	7
Dylan Tan	Honorary Secretary	7
Angelina Gan	Assistant Honorary Secretary	3
Vincent Ng	Honorary Treasurer	4
Frederick Chin	Assistant Honorary Treasurer	7
Douglas Koh	Council Member	2
Fong Wai Keong	Council Member	7
Rachel Lyu	Council Member	6

# ACADEMIC AND EXAMINATION BOARD MEMBERS OF MIS BUSINESS SCHOOL



## Professor Roger Low

- Dean of MIS Business School
- Chairman of Academic Board of Marketing Institute of Singapore Business School
- Adjunct Faculty, Singapore Management University



## Professor Ang Peng Hwa

- Chairman of Examination Board of Marketing Institute of Singapore Business School
- Director, NTU-University Scholars Programme
- Professor, Wee Kim Wee School of Communication and Information, Nanyang Technological University



## Professor Ramaswami Seshan

- Member of Academic and Examination Board of Marketing Institute of Singapore Business School
- Associate Professor of Marketing (Education), Singapore Management University



## Dr. Ameen Ali Salim Talib

- Member of Academic and Examination Board of Marketing Institute of Singapore Business School
- Head, Applied Projects, School of Business, Singapore University of Social Sciences

# OUR ACADEMIC PROGRAMMES

Students can choose from various learning formats (i.e. full-time, part-time) and duration (i.e. 6-month, 8-month, 12-month), which allows for flexibility.

## CERTIFICATE PROGRAMMES

- Certificate in Sales and Marketing
- Certificate in Sales and Marketing (E-Learning)
- Certificate in Sales and Marketing (Mandarin)
- Certificate in Business Studies
- Certificate in Business Studies (E-Learning)
- Certificate in Business Studies (Mandarin)
- Certificate in Retailing
- Certificate in Retailing (E-learning)

## DIPLOMA PROGRAMMES

- Diploma in Sales and Marketing
- Diploma in Sales and Marketing (E-learning)
- Diploma in Sales and Marketing (Mandarin)
- Diploma in Sales and Marketing (Mandarin) (E-Learning)
- Diploma in Business
- Diploma in Business (E-learning)
- Diploma in Digital Marketing
- Diploma in Digital Marketing (E-learning)
- Diploma in International Business Management (Mandarin)
- Diploma in Marketing Management
- Diploma in Marketing Management (E-Learning)

## ADVANCED DIPLOMA PROGRAMMES

- Advanced Diploma in Business Management
- Advanced Diploma in Business Management (E-Learning)
- Advanced Diploma in Digital Marketing
- Advanced Diploma in Digital Marketing (E-Learning)
- Advanced Diploma in International Business
- Advanced Diploma in International Business (Mandarin)
- Advanced Diploma in International Events Management and MICE
- Advanced Diploma in International Events Management and MICE (E-Learning)
- Advanced Diploma in Marketing Management
- Advanced Diploma in Marketing Management (E-Learning)
- Advanced Diploma in Tourism and Hospitality Management
- Advanced Diploma in Tourism and Hospitality Management (E-Learning)
- Advanced Diploma in Asia Marketing Management (E-Learning)

## GRADUATE DIPLOMA PROGRAMMES

- Graduate Diploma in Global Marketing Management
- Graduate Diploma in Global Marketing Management (E-Learning)



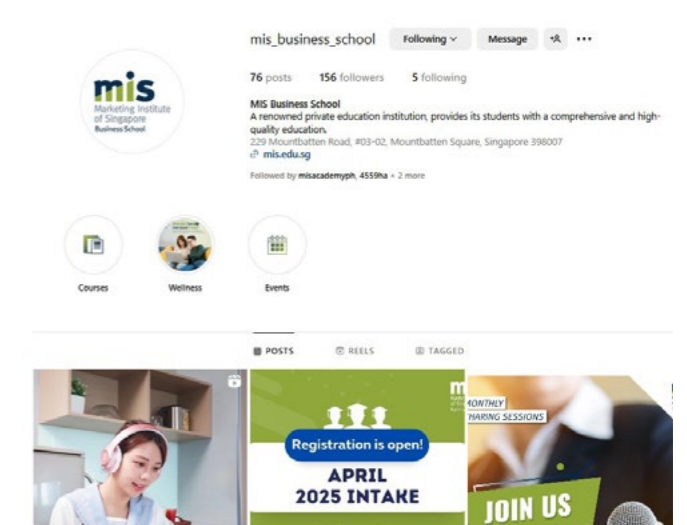
# MARKETING OUTREACH

We actively engage our audience and community through diverse marketing channels, leveraging strategic communication to enhance visibility to drive enrolment and expand our reach.



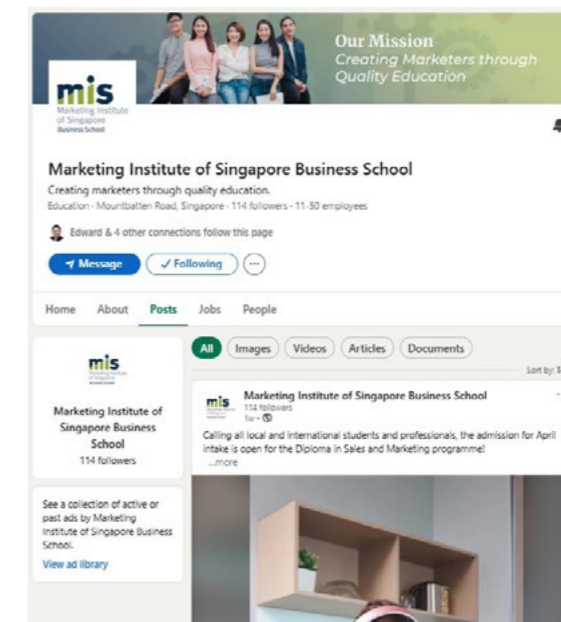
## Facebook

- Number of page followers – 100+



## Instagram

- Number of page followers – 100+



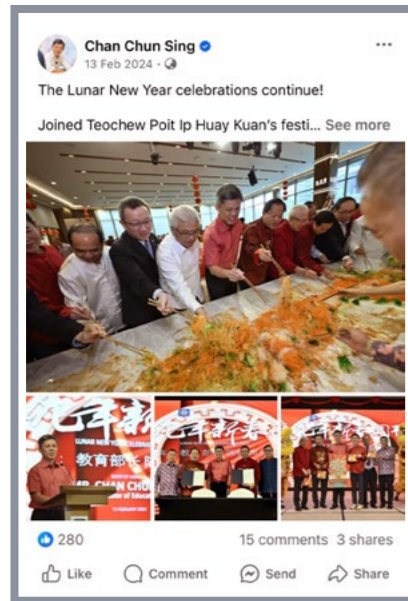
## LinkedIn

- Number of page followers – 100+

# 2024 AT A GLANCE TEOCHEW POIT IP HUAY KUAN

Chinese New Year Celebration, with Memorandum of Understanding (MoU) Signing Ceremony  
13 February 2024

The Marketing Institute of Singapore Business School formalised a partnership with Teochew Poit Ip Huay Kuan through a Memorandum of Understanding (MoU), granting Diploma in Sales and Marketing scholarships to 10 students. The signing ceremony was graced by Mr. Chan Chun Sing, Minister for Education of Singapore.



# EDUTRUST ACCREDITATION

March 2024

The Marketing Institute of Singapore Business School proudly attained its EduTrust accreditation in March 2024, underscoring its commitment to delivering rigorous, high-quality education to both Singaporeans and international students. This prestigious accreditation, conferred by the Singapore government, stands as a hallmark of educational excellence recognised globally. It signifies the institution's unwavering dedication to maintaining the highest standards in education, ensuring its programmes are exemplary in fostering academic and professional growth. This achievement reaffirms its position as a leader in innovative education, dedicated to shaping future-ready individuals poised for success on the world stage.



Cert No: EDU-3-3195  
Validity: 13/03/2024 -12/03/2025





# GLOBAL BRAND PLANNING COMPETITION & BUSINESS EVENT PLANNING COMPETITION

with Memorandum of Understanding (MoU) Signing Ceremony with the China Council for the Promotion of International Trade (CCPIT) Commercial Sub-council  
21 & 22 July 2024

The event attracted more than 200 university and polytechnic students from countries such as Bangladesh, China, The Philippines, Taiwan, Thailand and Singapore to participate in the competitions in Singapore. Co-organised by the Global Chinese Marketing Federation, the Marketing Institute of Singapore Business School and the Marketing Institute of Singapore, the event provided the students international exposure and a platform to showcase their business proposals to an esteemed panel of judges and other institutions.

To strengthen educational collaboration between the two nations, the Marketing Institute of Singapore Business School also established an MoU with the CCPIT Commercial Sub-council. This milestone agreement was witnessed by Mr. Desmond Tan, Senior Minister of State of the Prime Minister’s Office.



# PASSIONARTS NATIONAL DAY FIESTA

with Memorandum of Understanding (MoU) Signing Ceremony  
4 August 2024

Reaffirming its commitment to academic excellence, the Marketing Institute of Singapore Business School further partnered with the Sengkang East Citizens’ Consultative Committee to offer Diploma in Sales and Marketing scholarships to 10 students. The MoU signing was officiated by Dr. Lam Pin Min, Grassroots Adviser of Sengkang GRC Grassroots Organisation.



# COMEX IT SHOW

29 August – 1 September 2024

The Marketing Institute of Singapore Business School, in collaboration with the Marketing Institute of Singapore, co-exhibited at the COMEX IT Show, which attracted over 80,000 visitors. This participation enhanced brand exposure and provided an opportunity to engage with attendees directly and address inquiries in person.



# ENGAGEMENT ROADSHOWS AT VARIOUS LOCATIONS

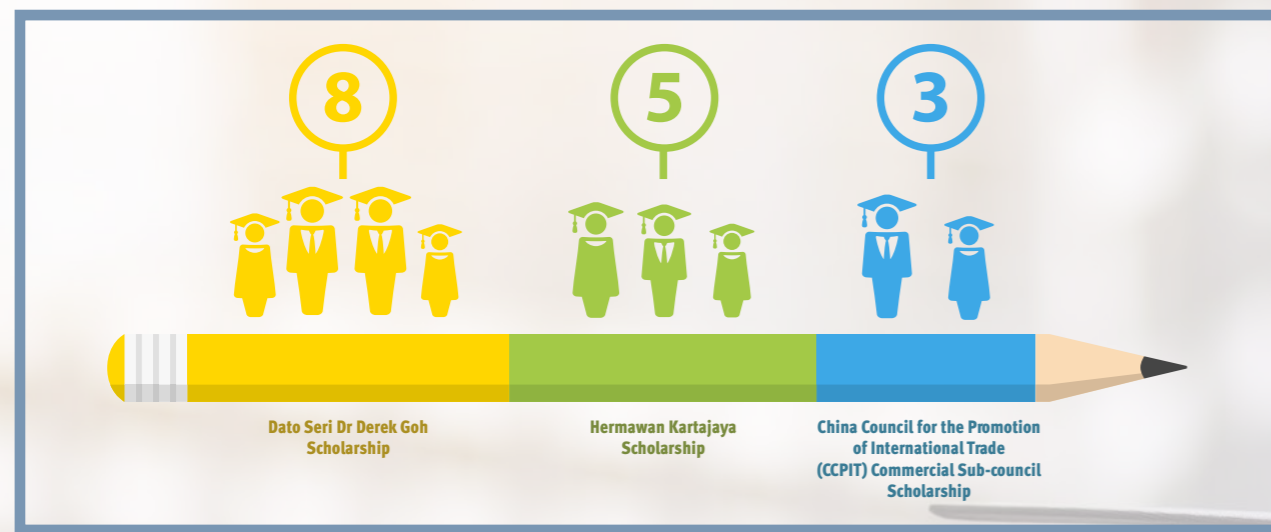
September-October 2024

The Marketing Institute of Singapore Business School conducted multiple roadshows at CityLink Mall, Raffles Place and PARKROYAL COLLECTION hotel to engage with prospective students while showcasing course offerings and drive course enrolment.









# DIPLLOMA IN SALES AND MARKETING SCHOLARSHIPS

## Number of Students Awarded with Scholarships in 2024





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