



Marketing Institute
of Singapore
Business School

ANNUAL REPORT 2025



TABLE OF CONTENTS

- 04 About Us
- 06 Our Core Values
- 08 32nd MIS Executive Council
- 10 Marketing Outreach
- 11 2024 At A Glance





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.



32ND MIS BUSINESS SCHOOL EXECUTIVE COUNCIL



Roger Wang
President



Vincent Ng
1st Vice President



Dylan Tan
Honorary Secretary



Angelina Gan
Assistant Hon
Secretary



Frederick Chin
Honorary
Treasurer



Alex Ho
Assistant Hon
Treasurer



Fong Kwai Keong
Council Member

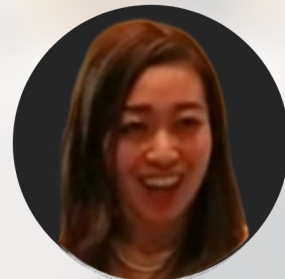


Rachel Lyu
Council Member

Co-opted in 2025



**Thamihzararasan s/o
Thuraiamanikam**
Honorary Treasurer



Felicia Lim
Council Member

ACTIVITY OVERVIEW OF EXECUTIVE COUNCIL

Annual General Meeting (AGM)

Annual General Meeting (AGM) the Marketing Institute of Singapore Business School held their 32nd Annual General Meeting on Friday, 28 March 2025 at 8p.m. Minutes of the AGM were read and passed.

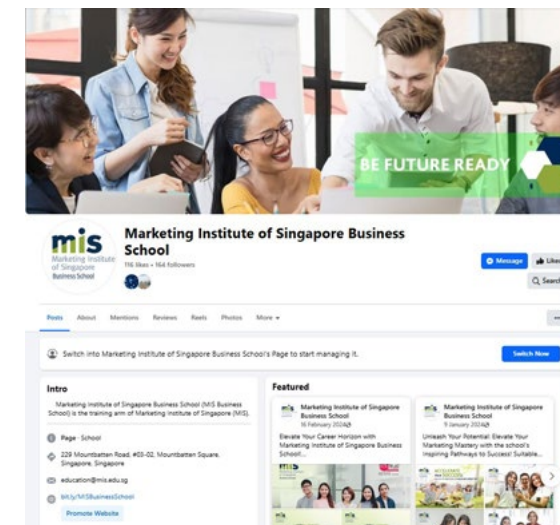
Meetings of the Marketing Institute of Singapore Business School Executive Council

The 32nd Marketing Institute of Singapore Business School Executive Council held a total of 7 council meetings and sub-committee meetings between April 2025 and July 2026.

Name	Position	Total Meetings Attended
Roger Wang	President	7
Vincent Ng	First Vice President	6
Dr. Roger Low	Second Vice President	7
Dylan Tan	Honorary Secretary	7
Angelina Gan	Assistant Honorary Secretary	1
Thamihzararasan s/o Thuraiamanikam	Honorary Treasurer	4
Frederick Chin	Honorary Treasurer	2
Alex Ho	Assistant Honorary Treasurer	3
Fong Kwai Keong	Council Member	1
Rachel Lyu	Council Member	7
Felicia Lim	Council Member	3

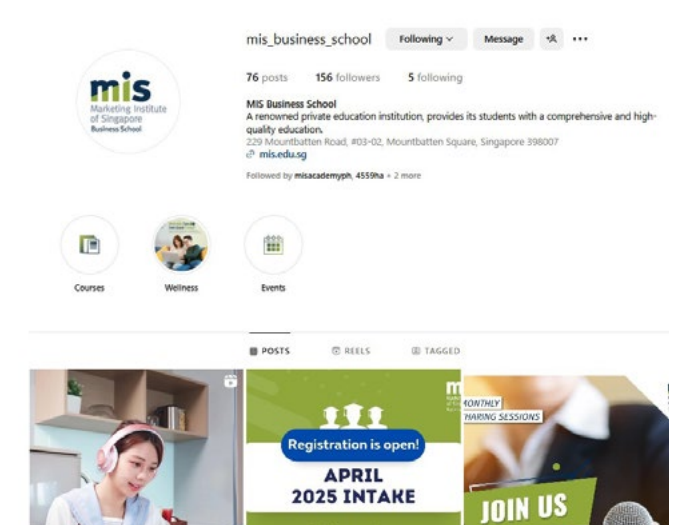
MARKETING OUTREACH

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



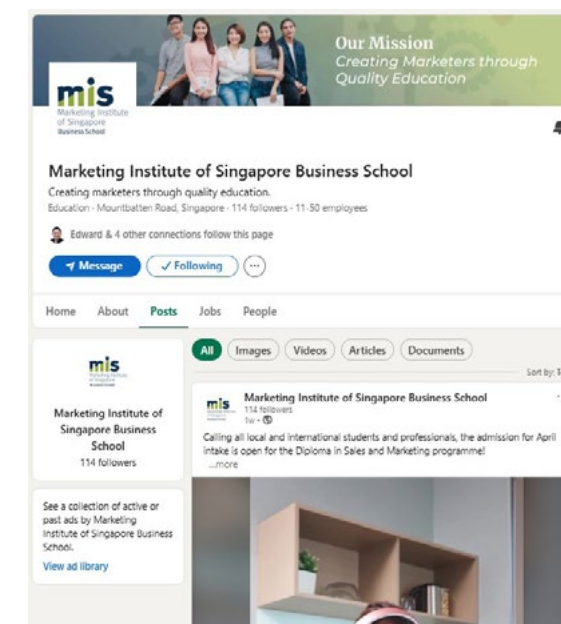
Facebook

- Number of page followers – 250+



Instagram

- Number of page followers – 140+



LinkedIn

- Number of page followers – 150+

2025 AT A GLANCE

The Marketing Institute of Singapore and the Marketing Institute of Singapore Business School held a roadshow at Clementi Bus Interchange to reach out to polytechnic students as recruitment drive.



**Clementi Roadshow
Recruitment Drive**
Singapore,
April 2025

**EduTrust
Accreditation**
Singapore,
March 2025



The Marketing Institute of Singapore Business School proudly attained its EduTrust accreditation in March 2025, underscoring our commitment to delivering rigorous, high-quality education to both Singaporeans and international students

The Marketing Institute of Singapore and the Marketing Institute of Singapore Business School participated in a Combined Job Fair at Lifelong Learning Institution



Job Fair
Singapore,
July 2025

**Tai Seng
Roadshow**
Singapore,
July 2025



The Marketing Institute of Singapore and the Marketing Institute of Singapore Business School held a roadshow at 18 Tai Seng shopping mall to reach out to working professionals in the area.

The Marketing Institute of Singapore and the Marketing Institute of Singapore Business School had an event in Myanmar and donated stationery for students.



**Myanmar Event &
Orphanage Visit**
Myanmar,
October 2025

**Christmas
Luncheon**
Singapore,
December 2025



The Marketing Institute of Singapore and the Marketing Institute of Singapore Business School organised a get-together luncheon for Christmas for the Executive Council, members, staff and family.



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