Lambda Mu Sigma is a marketing honorary society, founded at Lehigh University on November 5, 1940. Students are invited to become a member of Lambda Mu Sigma if they have achieved academic excellence and have made significant contributions to the marketing program at Lehigh, marketing education or the marketing profession.

To be considered for Lambda Mu Sigma, students must have an overall cumulative grade point average of the minimum of 3.5 on a 4.0 grade scale. Graduate students must have completed at least 50% of their MBA requirements. Lambda Mu Sigma members are acknowledged academics leaders among their peers. Lambda Mu Sigma provides scholarship opportunities as well as networking.