

Professional Diploma in Marketing Management

APPLICATION INFORMATION FOR NEW APPLICANTS (2007-6/NS)



A. Application Procedures

1. Return the completed form, together with a crossed cheque in favour of **The Hong Kong Management Association** for Module Fee (HKMA Member: HK\$2,750 per module; Non-member: HK\$2,900 per module, Application Fee: HK\$100). Please write your FULL NAME and HKID CARD NO. on the back of the cheque.
2. **Please provide 2 recent photographs for student identity card, size 2.5 cm x 3.8 cm (1" x 1.5").**
3. Please attach one set of photo-copies of all the certificates of educational qualifications mentioned in the Application Form.
4. All application should be returned to The Hong Kong Management Association, Top Floor, Unit M, Kaiser Estate, Phase III, 11 Hok Yuen Street, Hunghom, Kowloon.
5. Applicants may enrol the programme online, please visit the HKMA website at www.hkma.org.hk/pd/pdmm.

B. Reimbursable by Continuing Education Fund (CEF)

Name of Institution: HKMA **CEF Institution Code:** 300 **CEF Course Code:** 21F02262-5
CEF Course Title: Professional Diploma in Marketing Management

This Programme (all 7 modules) has been included to be reimbursable under the CEF. Participants MUST submit their applications directly to the Office of the CEF before the commencement of the programme. For details, please visit the website: <http://www.info.gov.hk/sfaa/cef> or contact the CEF enquiry hotline: 3142 2277.

C. Refund of Course Fee

1. Full refund less the HK\$100 application fee and the HK\$400 HKMA whole-year membership fee (if applicable) will be made for written withdrawal requests received prior to Thursday, 27 September 2007 by the PDMM Secretariat.
2. Refund of module fee less the HK\$200 cancellation charge per module, plus the HK\$100 application fee and the HK\$400 HKMA whole-year membership fee (if applicable) will be made for written withdrawal requests received before 2 October 2007. Thereafter no refund will be made.

D. Schedule

First Term 9 October 2007 - 11 March 2008
 Second Term 22 April - September 2008

Application Deadline

Thursday, 27 September 2007

Class & Examination Venue

The Hong Kong Management Association
 1-6/F First Commercial Building
 33-35 Leighton Road
 Causeway Bay HONG KONG

Modules	Dates & Time	Examination
Marketing Management (PDMM-82101-2007-6-FC)	Tuesdays 9, 16, 23, 30 Oct; 6, 13, 20, 27 Nov; 4 Dec 2007 (7:00 pm - 10:00 pm) AND Sunday 16 Dec 2007 (9:30 am - 12:30 pm)	Tuesday 4 Mar 2008 7 pm - 9 pm
Marketing Research (PDMM-85103-2007-6-FC)	Fridays 12, 26 Oct; 2, 9, 16, 23, 30 Nov; 7, 14, 21 Dec 2007 (7:00 pm - 10:00 pm)	Friday 7 Mar 2008 7 pm - 9 pm
Customer Behaviour (PDMM-82102-2007-6-FC)	Tuesdays 11, 18 Dec 2007; 8, 15, 22, 29 Jan; 12 Feb 2008 Friday 25 Jan; 1, 15 Feb 2008 (7:00 pm - 10:00 pm)	Tuesday 11 Mar 2008 7 pm - 9 pm



E. Notes for Applicants

1. The HKMA reserves the right to make alterations regarding the details, such as lecturers, content, date and venue. Applicants will be notified when necessary.
2. Personal data will be used for the purpose of market research, programme development and direct mailing.
3. The HKMA supports the equal opportunities policy, without discriminating against any person on the grounds of gender, disability, family status or any other basis.



**HK THE HONG KONG
MA MANAGEMENT ASSOCIATION**

Professional Diploma in Marketing Management

**APPLICATION FORM FOR NEW APPLICANTS (PDMM-2007-6/NS)
(CEF Course Code: 21F02262-5)**

Please Attach a Photo

(Please type or write in block letters, same name will be used in future diploma or transcript)

Name: Mr/Ms _____
(Surname) (Other Names) (Chinese Name)

Date of Birth: _____ HKID Card No.: _____ Student No.: _____
(For Office Use Only)

Working Experience (In chronological order for the last seven years)		
Company Name	Position	No. of Years
Education		
Name of Institute	Qualification Attained	Year

Use a separate sheet if necessary

Company Name: _____
 Company Address: _____
 Company Tel. No.: _____ Fax No. (Office): _____
 Pager No./Mobile Phone No.: _____ E-mail: _____
 Present Position: _____ No. of Years: _____
 Job Responsibilities: _____
 Nature of Business: _____ Home Tel. No.: _____
 Home Address: _____

Mailing Address: Company Address Home Address
 Education Level: Master or above Bachelor HKMA Diploma Other Diploma
 Matriculation Secondary Others (Please specify) _____

Total Number of Years of Working Experience: _____

Sponsored By: Self Company Name & Title of Nominator (if applicable): _____

FEE: * HKMA Member (HK\$2,750 x 3 + HK\$100 = HK\$8,350) HKMA Membership No. _____
 I would like to apply as HKMA Associate Member and pay in member rate
 (HK\$8,350 + HK\$400 (whole-year membership fee: October 2007 to December 2008) = HK\$8,750)
 Following is my referee's information: (For the reference of the Membership Department)
 Name: _____ Position: _____
 Company: _____
 Tel: _____ Fax: _____ Email: _____
 Is the Referee a Member of the HKMA? Yes No
 Non-member (HK\$2,900 x 3 + HK\$100 = HK\$8,800)
 Senior Citizen (Member: HK\$2,750 x 0.8 x 3 + HK\$100 = HK\$6,700 Membership No.: _____
 Apply as Associate Member: HK\$6,700 + HK\$400 = HK\$7,100 (whole-year membership fee)
 Non-member: HK\$2,900 x 0.8 x 3 + HK\$100 = HK\$7,060)

Cheque No.: _____ Account Name: _____ Total Amount: HK\$ _____

Application for Exemptions from Module(s): _____

From where did you **FIRST** learn about this Programme? OPANB

- Email Promotion from HKMA Email Promotion from Other Websites (Please specify): _____
- Newspaper Advertisement (Please specify): _____ Direct Mail by Post
- Website Advertisement (Please specify): _____ HKMA Website
- MTR Station Display (Please specify): _____
- Exhibition Education & Career Expo (EEX) Jobmarket Career & Education Fair (EJEX)
- Shatin New Town Plaza (ENT) Others (Please specify) _____

* Participants enrolling in module(s) / programme(s) commencing next year can enjoy the member rate only if they continue to subscribe for the HKMA membership the following year. 82101FC, 85103FC, 82102FC