

## Executive Diploma in Digital Marketing

EDDM-83701-2020-1-F 6 March - 3 July 2020

### FEE

HKMA Member: HK\$9,000 Non-member: HK\$9,900  
Group Discount: HK\$300 each  
(For two or more participants making payments on this course together)

### DEADLINE FOR APPLICATIONS

1 March 2020

### DATES AND TIME

Modules	Time	Date
Digital Marketing Overview, Website & E-Commerce, and Email Marketing EDDM-80001-2020-1-F	7:00 pm – 10:00 pm	Friday 6, 13, 20, 27 March; 3 April 2020
Online Display Advertising, Mobile Marketing, and Search Engine Marketing EDDM-80002-2020-1-F	7:00 pm – 10:00 pm	Friday 24 April; 8, 15, 22, 29 May 2020
Social Media EDDM-80003-2020-1-F	7:00 pm – 10:00 pm	Friday 5, 12, 19, 26 June; 3 July 2020

### VENUE

The Hong Kong Management Association  
14/F Fairmont House  
8 Cotton Tree Drive  
Central  
HONG KONG

### NOTES FOR APPLICATION

- Registration must be made on the Enrolment Form provided and returned to the Association before the programme commencement date (Not less than 5 days) with full fee.
- Acceptance is subject to the discretion of the Association.
- Applicants will be notified by telephone to confirm receipt of the application form and full programme fee. An official receipt will be sent to you within two weeks.
- Applicants are expected to attend the course at the place and time specified in the brochure unless otherwise notified.
- When a programme is over-subscribed, additional classes may be started in some cases. Applicants may then be notified of the new time, dates and place of meetings when necessary.
- For ENROLMENT and ENQUIRIES please call 2774-8501 (Customer Service Department) during normal office hours or Email: enrol@hkma.org.hk or fax 2365-1000.
- No refund will be made after payment, but participants can arrange to have their places substituted should they be unable to attend the programme by notifying the Association at least 2 days prior to programme commencement.
- Fax reservations are welcome but are subject to confirmation by payment in full within 10 days of the date the reservation is made or 5 days prior to programme commencement, whichever is sooner.
- Applications, upon full payment, will be processed on a first-come first-served basis.
- Before classes/examinations commence, if the Observatory announces that Typhoon Signal No.8 or above/Black Rainstorm Warning is in force; or Typhoon Signal No.8 or above will be hoisted within 2 hours, no classes/examinations will be held. Replacement classes and remedial examinations will be arranged. (All classes will be held as scheduled if Typhoon Signal No.8 or above/Black Rainstorm Warning is lowered at or before 7:00 am; 2:00 pm classes and examinations thereafter will be held as scheduled if Typhoon Signal No.8 or above/Black Rainstorm Warning is lowered at or before 12:00 noon; 6:00 pm classes and examinations thereafter will be held as scheduled if it is lowered at or before 4:00 pm.)
- When Typhoon Signal No.8 or above is in force during classes/examinations, all classes and examinations will be dismissed immediately. Replacement classes and remedial examinations will be arranged. When Black Rainstorm Warning is in force during classes/examinations, all classes and examinations will be held as scheduled.
- The Association reserves the right to cancel a programme and/or make alterations in relation to its lecturers, contents, dates, time, venue and other particulars without prior notice.
- HKMA Website: WWW.HKMA.ORG.HK

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80001F, 80002F, 80003F

\* Applicants should include their HKID card number and fill in all details in block letters, otherwise no MDCU will be given.  
The Association will issue certificates based on the details and name format as given in this form.

Name ( Mr /  Ms) \_\_\_\_\_ HKMA Membership No.: \_\_\_\_\_  
(Surname) (Other Names)

HKID Card No. (For verification of the applicant's identity): \_\_\_\_\_ Date of Birth (YY/MM/DD): \_\_\_\_\_

Position: \_\_\_\_\_ E-mail: \_\_\_\_\_

Company: \_\_\_\_\_

Address of Company: \_\_\_\_\_

Job Function (e.g. Accounting), please specify: \_\_\_\_\_

Nature of Business (e.g. Retail), please specify: \_\_\_\_\_

Telephone No. (Office): \_\_\_\_\_ (Residence): \_\_\_\_\_ (Mobile): \_\_\_\_\_

Correspondence Address: \_\_\_\_\_

Cheque Number: \_\_\_\_\_ Cheque Amount: HK\$ \_\_\_\_\_

Education Level:  Doctoral degree  Master's degree  Bachelor's degree  HKMA Diploma  Other Diploma  
 Matriculation  Form 5 / HKDSE  Others (Please specify) \_\_\_\_\_

Total Number of Years' Working Experience \_\_\_\_\_ Years of Working Experience in Course-Related Field \_\_\_\_\_

Name and Title of Nominator (if applicable) \_\_\_\_\_

Nominator Email / Address \_\_\_\_\_

Sponsorship:  Self-sponsored  Company-sponsored (please fill in the following information if a cheque/ receipt is not attached)

*Our company undertakes to pay the course fee for the above applicant*

Name of Contact Person \_\_\_\_\_ Telephone No. \_\_\_\_\_

Position \_\_\_\_\_ E-mail: \_\_\_\_\_

Signature: \_\_\_\_\_ Company Chop and Date: \_\_\_\_\_

### From where did you FIRST learn about this Programme?

HKMA Email  Mail  Newspaper/Magazine (please specify): \_\_\_\_\_

Email Promotion from other websites (please specify): \_\_\_\_\_  Online Advertisement (please specify): \_\_\_\_\_

Search Engine (please specify): \_\_\_\_\_  Social Media (please specify): \_\_\_\_\_

HKMA Website (Where did you find this information): \_\_\_\_\_

MTR Station (please specify): \_\_\_\_\_ Exhibiton:  Jobmarket Career & Education (EJEX)  Others (please specify): \_\_\_\_\_

■ This form together with a crossed cheque payable to **The Hong Kong Management Association** should be returned to:  
Executive Director, The Hong Kong Management Association, 16/F Tower B Southmark, 11 Yip Hing Street, Wong Chuk Hang, Hong Kong.

### Personal Data Collection Statement

- The personal data of applicants are collected and kept for purposes of processing of applications of course enrolment, course admission, student and member administration, course research and statistical matters.
- The personal data provided in this form will be used by the Association for direct marketing, including special offers, training and education programmes, awards and competitions, membership, alumni, promotional activities and other services and activities that it may arrange.
- Applicants wishing for access to and/or correction of personal data may send their written requests to the Association.

If you do not wish to receive information as stated in point 2 of this statement, please indicate your objection by ticking the box. You may at any time send your written requests to the Association.

### Applicant's Declaration

- I declare that the information provided in this form and the attached documents is correct and complete. I authorize the Association to obtain information about my public examination results and records of studies from concerned institutions (if necessary).
- I understand that the information provided in this form and the attached documents will be used in the admission assessment process and that any misrepresentation, omission or misleading information given may disqualify my application for admission and enrolment in the programme.
- I have noted, understood and agreed to the contents of the Personal Data Collection Statement.

### Notes

- I understand that all handout materials obtained in class are strictly for my own educational purposes.
- I have understood all the "Notes for Application" listed in Application Form.

Applicant's Signature: \_\_\_\_\_ Date: \_\_\_\_\_