

Professional Diploma in Digital Marketing

(2019-2/NS)

NOTES FOR APPLICATION

A. Application Procedures

1. Return the completed form, together with a crossed cheque in favour of **The Hong Kong Management Association** for the first instalment: **HK\$2,660** (HK\$820 x 3 modules + HK\$200 application fee). Fee for each module: HK\$3,280, it will be divided into 4 instalments. 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, 16/F Tower B Southmark, 11 Yip Hing Street, Wong Chuk Hang, Hong Kong.
5. Applicants may enrol the programme online, please visit the HKMA website at www.hkma.org.hk/pd/pdde
6. Applicants may enrol the programme in any HKMA Training Centres. For more details of venue and opening hours, please visit the HKMA website at www.hkma.org.hk/trainingcentre

B. Refund of Course Fee

1. Full refund less the HK\$200 application fee will be made for written withdrawal requests received prior to 19 November 2019 by the PDDE Secretariat.
2. Refund of module fee will only be made upon written requests received by the PDDE Secretariat before 26 November 2019. Thereafter no refund will be made. A handling fee of HK\$200 per module will be charged. The HK\$200 application fee is non-refundable.

C. Schedule

December Term: 3 December 2019 - 23 April 2020

June Term: 30 June - November 2020

Modules	Dates & Time	Examination
Display, Search and Mobile Marketing (PDDE-84005-2019-2-F)	Tuesday (7:00 pm - 10:00 pm) 3, 10, 17 December 2019; 7, 14, 21 January; 4, 11, 18, 25 February 2020 (Please note that no class will be held on 24, 31 December 2019 and 28 January 2020)	Thursday 9 April 2020 7:00 - 9:00 pm
Digital Marketing and Information Technology (PDDE-82004-2019-2-F)	Thursday (7:00 pm - 10:00 pm) 5, 12, 19 December 2019; 2, 9, 16, 23 January; 6, 13, 20 February 2020 (Please note that no class will be held on 30 January 2020)	Thursday 16 April 2020 7:00 - 9:00 pm
Strategic Digital Marketing (PDDE-82006-2019-2-F)	Tuesday* and Thursday (7:00 pm - 10:00 pm) 27 February; 3*, 5, 10*, 12, 17*, 19, 24*, 26, 31* March 2020	Thursday 23 April 2020 7:00 - 9:00 pm

D. Application Deadline

19 November 2019

Commencement Date

3 December 2019

E. Class & Examination Venue

W Haking Management Development Centre
14/F Fairmont House
8 Cotton Tree Drive
Central
HONG KONG

F. Notes for Applicants

1. Acceptance is subject to the discretion of the Association.
2. Applicants are expected to attend the course at the place and time specified in the brochure unless otherwise notified.
3. 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.
4. 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.

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INFORMATION FOR EXEMPTION PROCEDURE

1. Application Procedure

1.1 Students of the Diploma in Management Studies (DMS) and Diploma in Business Management (DBM) offered jointly by The Hong Kong Management Association and Hong Kong Polytechnic University/Lingnan University or equivalent programmes of the HKMA may apply for exemptions.

Applicants who have completed equivalent modules in the programmes offered by other institutions may also apply for exemptions.

1.2 A completed application form, together with copies of testimonials such as certificates and transcripts, must be submitted to the Secretariat before the course commencement date. Applications will not be accepted after the course has commenced.

1.3 Applications will be considered by the Admission Committee of The Hong Kong Management Association.

1.4 Applicants will be informed of the results of their applications for exemptions before the commencement date.

1.5 A **non-refundable** application fee for exemption of **HK\$250** per module will be charged to applicants.

2. Conditions for Exemptions

2.1 Applicants can apply for exemptions for up to 2 modules of the PDDE programme before the course commencement date. Applications will not be accepted after the course has commenced.

2.2 Applicants who have completed equivalent modules in the programmes offered by The Hong Kong Management Association or other institutions may apply for exemptions. However, the past academic studies for which exemptions are to be considered must have been undertaken in the last seven years (exceptions may be considered if the applicant has continued to work in the respective specialist areas of his/her past academic studies).

2.3 Applicants to whom exemptions are given will be offered full credits for the exempted module(s).

2.4 If the mode of the past academic studies was distance learning or if the grades and marks of the past academic studies of the respective subjects were lower than C grade and below 50% marks, applicants will be required to pass the examination(s) for the module(s) from which exemption is sought. A fee of HK\$250 per module will be charged for each such examination.

2.5 Those who fail in the above examination(s) are required to study the respective modules and to pay the full module fees.

2.6 Applicants who have studied similar courses before can apply for exemptions for up to 2 modules (**Management Report is a non-exempted module**) of the programme.

2.7 Applicants who have paid module fees and then been granted exemptions will be refunded by The Hong Kong Management Association.

Enquiries: For course details:

Ms Shirley Chan : 2774 8569

General Enquiry & Enrolment : 2774 8500 or 2774 8501

Email : hkma@hkma.org.hk

<http://www.hkma.org.hk/pd/pdde>

PDDE Secretariat:

16/F, Tower B, Southmark, 11 Yip Hing Street, Wong Chuk Hang, HONG KONG

Tel: 2766 3303 Ext 546 Fax: 2365 1000

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APPLICATION FORM FOR NEW APPLICANTS

(PDDE-2019-2/NS)

Please
Attach a
Photo

* 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 _____
(Surname) (Other Names) (Chinese Name)

Date of Birth (YY/MM/DD): _____ HKID Card No.: _____ Student No.: _____
(For verification of the applicant's identity) (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): _____ (Mobile): _____
Present Position: _____ No. of Years: _____
Job Function (e.g. Accounting), please specify: _____ E-mail: _____
Nature of Business (e.g. Retail), please specify: _____ Home Tel. No.: _____
Home Address: _____
Mailing Address: Company Address Home Address Total Number of Years of Working Experience: _____
Education Level: Doctoral degree Master's degree Bachelor's degree HKMA Diploma Other Diploma
 Matriculation F.5 / HKDSE Others (Please specify) _____
Sponsored By: Self Company Name & Title of Nominator (if applicable): _____
Nominator email/address: _____

FEE FOR EACH MODULE HK\$2,280 - payable by 4 instalments

Term 1 Payment due date	1st instalment 19 November 2019	2nd instalment 19 December 2019	3rd instalment 19 January 2020	4th instalment 19 February 2020
HK\$3,280 x 3 modules	Application Fee HK\$200 + HK\$2,460 = HK\$2,660	HK\$2,460	HK\$2,460	HK\$2,460

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

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): _____ Exhibitor: 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: _____

82004F, 84005F, 82006F

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APPLICATION FORM FOR EXEMPTION

Please complete this form, and return it to the Secretariat together with photocopies of testimonials and a **crossed cheque** (HK\$250 per module for exemption; or HK\$500 per module for exemption with examination required) made payable to "The Hong Kong Management Association".

Name: _____ I.D. Card No.: _____

Company Tel. No.: _____ Mobile Phone No.: _____

Module(s) applied for Exemption(s)	Equivalent Past Academic Studies - Last Seven Years Only
	<p>Institute _____ _____</p> <p>Subject _____</p> <p>Grade & Marks _____ Year _____</p>
	<p>Institute _____ _____</p> <p>Subject _____</p> <p>Grade & Marks _____ Year _____</p>

Signature: _____ Date: _____

For Official Use only	Modules with examination required _____ _____ _____
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