

Professional Diploma in Marketing and Retail Management



(2020-1/NS)

A. Application Procedures

- 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.
- Please provide 2 recent photographs for student identity card, size 2.5 cm x 3.8 cm (1" x 1.5").**
- Please attach one set of photo-copies of all the certificates of educational qualifications mentioned in the Application Form.
- 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.
- Applicants may enrol the programme online, please visit the HKMA website at www.hkma.org.hk/pd/pdmr
- 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

- Full refund less the HK\$200 application fee will be made for written withdrawal requests received prior to **22 April 2020** by the PDMR Secretariat.
- Refund of module fee will only be made upon written requests received by the PDMR Secretariat before **29 April 2020**. 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. Reimbursable by Continuing Education Fund (CEF)

Name of Institution: HKMA **CEF Institution Code: 300** **CEF Course Code: 21F04070-4**

CEF Course Title: Professional Diploma in Marketing and Retail 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. For details, please visit the website: <http://www.wfsfaa.gov.hk/cef> or contact the CEF enquiry hotline: 3142 2277.

The Office of the Continuing Education Fund does not have record of registration of this course under the Qualifications Framework.

D. Schedule

May Term: 6 May - 16 September 2020

November Term: 4 November 2020 - April 2021

Modules	Dates & Time	Examination
Marketing Management (PDMR-83101-2020-1-L)	<u>Wednesday</u> (7:00 pm - 10:00 pm) 6, 13, 20, 27 May; 3, 10, 17, 24 June; 8 , 15 July 2020	<u>Wednesday</u> 2 September 2020 7:00 pm - 9:00 pm
Retail Management (PDMR-83102-2020-1-L)	<u>Friday</u> (7:00 pm - 10:00 pm) 8, 15, 22, 29 May; 5, 12, 19, 26 June; 3, 10, July 2020	<u>Wednesday</u> 9 September 2020 7:00 pm - 9:00 pm
Customer Service Management (PDMR-85103-2020-1-L)	<u>Wednesday & Friday*</u> (7:00 pm - 10:00 pm) 17*, 22, 24*, 29, 31* July; 5, 7*, 12, 14*, 19 August 2020	<u>Wednesday</u> 16 September 2020 7:00 pm - 9:00 pm

E. Application Deadline

22 April 2020

F. Class & Examination Venue

HKMA Li Ka-shing College of Professional & Continuing Education 8 Hoi Wang Roa Mongkok (West) KOWLOON	Date: 8 July 2020 W Haking Management Development Centre 14/F Fairmont House 8 Cotton Tree Drive Central HONG KONG
--	---

G. Notes for Applicants

- Acceptance is subject to the discretion of the Association.
- 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.
- 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.

Professional Diploma in Marketing and Retail Management



APPLICATION FORM FOR NEW APPLICANTS (PDMR-2020-1/NS) (CEF Course Code: 21F04070-4)

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.

Class mode Face-to-face Online

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) _____

* Participants applying for the Continuing Education Fund are required to submit proof of academic qualifications (Form Five or above); otherwise the application for enrollment and for reimbursement of fees will not be accepted.

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

Nominator email/address: _____

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): _____

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

Term 1 Payment due date	1st instalment 22 April 2020	2nd instalment 15 May 2020	3rd instalment 15 June 2020	4th instalment 15 July 2020
HK\$3,280 x 3 modules	HK\$2,460 + Application Fee: HK\$200	HK\$2,460	HK\$2,460	HK\$2,460

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

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.
- Applicants wishing for access to and/or correction of personal data may send their written requests to the Association.

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.

- Please tick the box to indicate your consent.
 Please tick the box to indicate your objection.

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: _____

Application for CEF

- I will apply for CEF and aware that I shall submit application directly to CEF Office of the programme. I consent to the disclosure of my personal data, any other information and records in relation to the programme to Labour and Welfare Bureau, the Office of CEF and the Hong Kong Council for Accreditation of Academic and Vocational Qualifications for the purposes of fees reimbursement under the CEF and audit inspection.
- I will not apply for fee reimbursement under the CEF for the course and do not consent to the disclosure of my personal data to Labour and Welfare Bureau, the Office of CEF and the Hong Kong Council for Accreditation of Academic and Vocational Qualifications.

Applicant's Signature: _____ Date: _____

Professional Diploma in Marketing and Retail Management

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 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 Exemption application fee is HK\$600 per module. Applicants will be refunded HK\$500 per module for unsuccessful application.

2. Conditions for Exemptions

2.1 Applicants can apply for exemptions for up to 2 modules of the PDMR 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\$600 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 enrolment and general enquiries, please call 2774-8501 / 2774-8500 / Email: hkma@hkma.org.hk (Customer Service Department) during normal office hours. For this course details, please contact Ms Shirley Chan on 2774-8569.

Website: <http://www.hkma.org.hk/pd/pdmr>

Training Centres: <http://www.hkma.org.hk/trainingcentre>

PDMR Secretariat: 16/F, Tower B, Southmark, 11 Yip Hing Street, Wong Chuk Hang, HONG KONG
Tel: 2774 8584 (Ms Fanny Lai) Fax: 2365 1000

Professional Diploma in Marketing and Retail Management

APPLICATION FORM FOR EXEMPTION

Please complete this form, and return it to the Secretariat together with photocopies of testimonials and a **crossed cheque** (HK\$600 per module for exemption; or HK\$1,200 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
	Institute _____ _____ Subject _____ Grade & Marks _____ Year _____
	Institute _____ _____ Subject _____ Grade & Marks _____ Year _____

Signature: _____ Date: _____

For Official Use only	Modules with examination required _____ _____ _____
-----------------------	--