

Professional Diploma in Digital Marketing

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 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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