

PROFESSIONAL DIPLOMA IN MARKETING COMMUNICATIONS

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 to whom exemptions are given will be offered full credits for the exempted module(s).
- 2.2 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.
- 2.3 Those who fail in the above examination(s) are required to study the respective modules and to pay the full module fees.
- 2.4 Applicants can apply for exemptions for up to 2 modules of the programme.
- 2.5 Applicants who have paid module fees and then been granted exemptions will be refunded by The Hong Kong Management Association.

