



Professional Diploma in Marketing Communications

APPLICATION INFORMATION FOR NEW APPLICANTS (PDMCO-2010-1/NS)

A. Application Procedures

- Return the completed form, together with a crossed cheque in favour of **The Hong Kong Management Association** for First Instalment (HKMA Member: HK\$950 per module; Non-member: HK\$994 per module, Application Fee: HK\$200). 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/pdmco.

B. Refund of Course Fee

- Full refund less the HK\$200 application fee and the HK\$220 HKMA membership fee from July to December 2010 (if applicable) will be made for written withdrawal requests received prior to 22 September 2010 by the PDMCO Secretariat.
- Refund of module fee less the HK\$200 cancellation charge per module, plus the HK\$200 application fee and the HK\$220 HKMA half-year membership fee (if applicable) will be made for written withdrawal requests received before 29 September 2010. Thereafter no refund will be made.

C. Reimbursable by Continuing Education Fund (CEF)

Name of Institution: HKMA **CEF Institution Code:** 300 **CEF Course Code:** 21Z073583
CEF Course Title: "Overview of Integrated Marketing Communications"; "Marketing Communication Strategy"; "Brand Message Strategy and Media Management" & "Public Relations" (modules of the Professional Diploma in Marketing Communications)



These four modules have been included to be reimbursable under the CEF. Participants MUST submit their applications directly to the Office of the CEF before the commencement of the programme. For details, please visit the website: <http://www.info.gov.hk/sfaa/cef> or contact the CEF enquiry hotline: 3142 2277.

D. Schedule

First Term 6 October 2010 - 5 January 2011
 Second Term February - May 2011
 Third Term June - September 2011
Application Deadline Wednesday, 22 September 2010

Class & Examination Venue

The Hong Kong Management Association
 3/F Management House
 26 Canal Road West
 Wanchai HONG KONG

Modules	Dates & Time	Examination
Overview of Integrated Marketing Communications (PDMCO-80001-2010-1-W) 	Wednesdays 6, 13, 20, 27 Oct; 3, 10, 17, 24 Nov; 1, 8 Dec 2010 (7:00 pm - 10:00 pm)	Wednesday 29 Dec 2010 7 pm - 9 pm
Marketing Communication Strategy (PDMCO-80002-2010-1-W) 	Fridays 8, 15, 22, 29 Oct; 5, 12, 19, 26 Nov; 3, 10 Dec 2010 (7:00 pm - 10:00 pm)	Wednesday 5 Jan 2011 7 pm - 9 pm

E. Notes for Applicants

- 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.
- 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.)
- Personal data will be used for the purpose of market research, programme development and direct mailing.
- The HKMA supports the equal opportunities policy, without discriminating against any person on the grounds of gender, disability, family status or any other basis.



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.

APPLICATION FORM FOR EXEMPTION(S)

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".

Programme Name: _____

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

Mailing Address: _____

_____ Office Tel. No.: _____

Module(s) applied for Exemption(s)	Equivalent Past Academic Studies
	Institute _____ _____ Subject _____ Grade & Marks _____ Year _____
	Institute _____ _____ Subject _____ Grade & Marks _____ Year _____

Date: _____ Signature: _____

For Official Use only	Modules with examination required _____ _____
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