

# 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 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 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\$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 enrolment and general enquiries, please call 2774-8501 / 2774-8500 / Fax 2774-8503 (Customer Service Department) during normal office hours. For 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  
Ms Fanny Lai Tel: 2774 8584 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
	Institute _____ _____ Subject _____ Grade & Marks _____ Year _____
	Institute _____ _____ Subject _____ Grade & Marks _____ Year _____

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

For Official Use only	Modules with examination required _____ _____ _____
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