



## Professional Diploma in Sales Management

APPLICATION INFORMATION FOR NEW APPLICANTS (PDS-2012-1/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\$2,435 (HK\$745 x 3 modules + HK\$200 application fee). Please write your **FULL NAME** and **HKID CARD NO.** on the back of the cheque.  
Fee for each module: HK\$2,980, it will be divided into 4 instalments.
- 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/pds](http://www.hkma.org.hk/pd/pds).

### B. Refund of Course Fee

- Full refund less the HK\$200 application fee will be made for written withdrawal requests received prior to 10 April 2012 by the PDS Secretariat.
- Refund of module fee less the HK\$200 cancellation charge per module, plus the HK\$200 application fee will be made for written withdrawal requests received before 17 April 2012. Thereafter no refund will be made.

### C. Reimbursable by Continuing Education Fund (CEF)

**Name of Institution:** HKMA      **CEF Institution Code:** 300      **CEF Course Code:** 21F05886-7  
**CEF Course Title:** Professional Diploma in Sales 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 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      24 April - 30 August 2012  
Second Term      30 October 2012 - March 2013

**Application Deadline**      Tuesday, 10 April 2012

First Term

### Class & Examination Venue

Shing Kung Hui Tang Shiu Kin Secondary School  
9 Oi Kwan Road  
Wanchai  
HONG KONG

Modules	Dates	Examination
Effective Selling Skills (PDS-82001-2012-1-TS)	Tuesday 24 April; 8, 15, 22, 29 May; 5, 12, 19, 26 June; 3 July 2012 7:00 pm - 10:00 pm	Thursday 16 August 2012 7 pm - 9 pm
Client Relationship Management (PDS-84003-2012-1-TS)	Thursday 26 April; 3, 10, 17, 24, 31 May; 7, 14, 21, 28 June 2012 7:00 pm - 10:00 pm	Thursday 23 August 2012 7 pm - 9 pm
Sales Force Management (PDS-82002-2012-1-TS)	Tuesday and Thursday* 5*, 10, 12*, 17, 19*, 24, 26*, 31 July; 2*, 7 August 2012 7:00 pm - 10:00 pm	Thursday 30 August 2012 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.

