

EXECUTIVE DIPLOMA IN DIGITAL MARKETING

EDDM-83701-2017-2-FC(EB) 7 July - 13 October 2017

FEE: HKMA Member: HK\$8,100 / Non-member: HK\$8,700

Group Discount: HK\$300 each

(For two or more participants making payments on this course together)

80001FC, 80002FC, 80003FC

* Applicants should include their HKID card number and fill in all details in block letters, otherwise no MDCU will be given.
The Association will issue certificates based on the details and name format as given in this form.

Name (Mr/Ms) _____
(Surname) (Other Names)

HKID Card No.: _____ HKMA Membership No.: _____

Position: _____

Company: _____

Address of Company: _____

Nature of Business (e.g. Toy Manufacturing), please specify: _____

Job Responsibilities: _____

Telephone No. (Office): _____ (Residence): _____ (Mobile): _____

Fax No. (Office): _____ E-mail: _____

Correspondence Address: _____

Cheque Number: _____ Cheque Amount: HK\$ _____

Education Level: Master or above Bachelor HKMA Diploma Other Diploma
 Matriculation Form 5 Others (Please specify) _____

Total Number of Years' Working Experience _____ Years of Working Experience in Course-Related Field _____

Name and Title of Nominator (if applicable) _____

Nominator Email / Address _____

Sponsorship: Self-sponsored Company-sponsored (please fill in the following information if a cheque/ receipt is not attached)

Our company undertakes to pay the course fee for the above applicant

Name of Contact Person _____

Position _____

Telephone No. _____ E-mail: _____

Signature: _____ Company Chop and Date: _____

From where did you FIRST learn about this Programme?

DM

HKMA Email Mail Newspaper/Magazine (please specify): _____

Email Promotion from other websites (please specify): _____ Website Advertisement (please specify): _____

Search Engine (please specify): _____ Social Media (please specify): _____

HKMA Website (Where did you find this information): _____

MTR Station (please specify) _____ Exhibitor: Jobmarket Career & Education (EJEX) Others (please specify): _____

DECLARATION

I authorize the HKMA to use my data to keep me informed of any direct marketing information including training and education programmes, awards and competitions, membership, alumni, promotional activities and other services and activities that it may arrange.

I consent.

I do not consent.

I understand that all handout materials obtained in class are strictly for my own educational purposes.

I have understood all the "Notes for Application" and "Notes" listed in the Application Form Annex.

Signature: _____ Date: _____

■ This form together with a crossed cheque payable to **The Hong Kong Management Association** should be returned to:
Executive Director, The Hong Kong Management Association, 16/F Tower B Southmark, 11 Yip Hing Street,
Wong Chuk Hang, Hong Kong.

Executive Diploma in Digital Marketing

數碼市場推廣專業行政文憑課程

APPLICATION FORM ANNEX

Notes for Application

- Registration must be made on the Enrolment Form provided and returned to the Association before the programme commencement date (Not less than 5 days) with full fee.
- Acceptance is subject to the discretion of the Association.
- Applicants will be notified by telephone to confirm receipt of the application form and full programme fee. An official receipt will be sent to you within two weeks.
- Applicants are expected to attend the course at the place and time specified in the brochure unless otherwise notified.
- When a programme is over-subscribed, additional classes may be started in some cases. Applicants may then be notified of the new time, dates and place of meetings when necessary.
- For ENROLMENT and ENQUIRIES please call 2774-8501 (Customer Service Department) during normal office hours or fax 2774-8503.
- No refund will be made after payment, but participants can arrange to have their places substituted should they be unable to attend the programme by notifying the Association at least 2 days prior to programme commencement.
- Fax reservations are welcome but are subject to confirmation by payment in full within 10 days of the date the reservation is made or 5 days prior to programme commencement, whichever is sooner.
- Applications, upon full payment, will be processed on a first-come first-served basis.
- 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.)
- When Typhoon Signal No.8 or above is in force during classes/examinations, all classes and examinations will be dismissed immediately. Replacement classes and remedial examinations will be arranged. When Black Rainstorm Warning is in force during classes/examinations, all classes and examinations will be held as scheduled.
- 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.
- HKMA Website: WWW.HKMA.ORG.HK

Notes

- I shall comply with The Hong Kong Management Association (HKMA) Privacy Policy Statement, the Hong Kong Personal Data (Privacy) Ordinance (Cap.486) and other related regulations which will be changed from time to time. I declare that the data given in support of this application are, to the best of my knowledge, true, accurate and complete. I understand that the data will be used in the admission assessment process and that any misrepresentation, omission or misleading information given may disqualify my application for admission and enrolment in the programme.
- I authorize the HKMA to obtain, and the relevant authority to release any information about my studies in institutions in Hong Kong and/or overseas.
- I understand that, upon my registration in the programme, the data will become part of my student record and may be used and processed for all lawful purposes relating to my academic and/or non-academic activities in accordance with the established policy of the HKMA and the Hong Kong Personal Data (Privacy) Ordinance (Cap.486).
- I authorize the HKMA to use my data to carry out checks on my academic status, including but not limited to multiple admission applications and records of previous studies.
- I expressly consent that the personal data will be used for the HKMA administrative, academic, research, statistical, alumni activities and prescribed purposes as allowed by HKMA and the laws of Hong Kong from time to time.
- The HKMA supports the equal opportunities policy, without discriminating against any person on the grounds of gender, disability, family status or any other basis.