

Distance Learning Certificate Courses



Advancing Management Excellence

Business Management
Customer Services
Event Management
Finance
General Management
Human Resources Management
Logistics & Purchasing Management
Marketing & Sales
Project Management
Secretarial Studies
Security Management

January - June 2019



Programmes 課程



Business Management

DLCC on Business Writing for Engineers
DLCC on How to Improve Managerial Efficiency



Customer Services

DLCC on How to Handle Customer Complaints and How to Develop Business Opportunities from Complaints
DLCC on Managing Customer Service - Tactical Steps to Achieve Customer Satisfaction



Event Management

DLCC on Events, Exhibitions and Conference Management



Finance

DLCC on Key fundamental of Corporate Finance



General Management

DLCC on Effective Business Writing for Executives
DLCC on Making of a Successful Manager
督導人員專業管理技巧遙距證書課程
商業管理高級遙距證書課程



Human Recourses Management

DLCC on Corporate Human Resource Management
DLCC on How to be a Successful Trainer
DLCC on The Policy and Procedure Manual of Human Resource Management
人力資源管理實例探討 120 款應用表格研究遙距證書課程
人力資源管理高級遙距證書課程
僱傭條例遙距證書課程



Logistics & Purchasing

DLCC on Modern Inventory and Warehouse Management
貨倉及存貨管理運作實務遙距證書課程
實用採購管理遙距證書課程



Marketing & Sales

DLCC on Marketing Operations - Strategic Marketing Skills at Operational Level
DLCC on Public relations - How to Handle Corporate Communication
零售業管理精要透視遙距證書課程
銷售技巧與客戶管理運作實務遙距證書課程
特許經營管理遙距證書課程



Project Management

DLCC on Key Aspects of Effective Project Management



Property Management

樓宇物業管理精要遙距證書課程



Secretarial Studies

DLCC on The New Executive Secretary Course
DLCC on the Professional Executive Secretary Course



Security Management

保安實務管理遙距證書課程

TRUE FLEXIBILITY
自主靈活

EFFECTIVE
有效

CATER TO YOUR NEEDS
切合所需

ABOUT DISTANCE LEARNING COURSE

- Cater to the needs of society and individuals
- Flexible self-study mode to enrich your management knowledge
- Courses are developed by professional lecturers
- Over 30 years in delivering distance learning courses in Hong Kong

FORMAT

This is a 3-month certificate course conducted through distance learning and self-study mode. Participants are required to send the assignments to the Association for marking. All assignments will be marked and be returned to participants with suggested answer.

RECEIPT OF STUDY PACKAGE

Participants will receive the study package by registered mail within 7 days after the commencing date of the course. This self-tuition package consists of a study guide, course materials, assignments and a participant information folder.

For enquiry of study package delivery, please contact secretariat: Mr Danny Lai by 2774-8586 during normal office hours.

AWARD OF CERTIFICATE

Certificate will be awarded by The Hong Kong Management Association to participants who have successfully completed and passed 3 assignments for each course.

遙距課程特色

- 配合社會及個人需要
- 彈性及靈活的自主學習模式，提升個人管理知識
- 課程編寫由專業導師負責
- 超過 30 年推行遙距教學經驗

課程形式

課程採用遙距及自學形式進行，為期三個月。學員需要完成習作並交回本會批閱。批閱後的習作將連同參考答案寄回給學員。

寄遞研習教材

研習教材將於開課後 7 天內以掛號形式郵寄予學員。全套研習教材包括講義、學習進度指引、習作和學員手冊。

如欲查詢教材之郵遞，請於正常辦公時間內致電秘書處：2774-8586 與黎先生聯絡。

證書頒發

學員必需完成 3 份習作並取得合格成績方可獲香港管理專業協會頒發所選讀課程的遙距證書。



FEE FOR EACH COURSE

HKMA Member : HK\$1,050

Non-member : HK\$1,150

POSTAGE FEE FOR NON-LOCAL STUDENTS (EACH COURSE)

China, Taiwan and Macau: HK\$130

South East Asia: HK\$185

Other Countries: HK\$250

(For each course)

3-MONTH DURATION

Commencement starts on the 9th of each month

ENQUIRIES

Enrolment and enquiries please call: 2774 8500 or 27748501 (Customer Services Department)

For course administration: 2774 8586 (Mr Danny Lai)

Website: www.hkma.org.hk/dlcp

Mobile page: www.m.hkma.org.hk

課程費用 (每項課程)

本會會員 : HK\$1,050

非會員 : HK\$1,150

非本港學員郵費 (每項課程)

中國、台灣及澳門 : HK\$130

東南亞國家 : HK\$185

其他國家 : HK\$250

課程為期三個月

學期於每月 9 號開始

查詢

報名及查詢請致電 : 2774 8500 / 2774 8501

課程秘書處 : 2774 8586 (黎先生)

網址 : www.hkma.org.hk/dlcp

手機網址 : www.m.hkma.org.hk



DISTANCE LEARNING CERTIFICATE COURSE ON MARKETING OPERATIONS - STRATEGIC MARKETING SKILLS AT OPERATIONAL LEVEL

N-87537-2019



INTRODUCTION

Due to the rapid changes that are taking place in the marketing sector in Hong Kong, new marketing skills at the operational level are in heavy demand. Reconciliation between service quality, the entire TQM approach and the execution of marketing programmes must be in place or else the whole practice will fail and result in customer dissatisfaction.

From generation of big marketing ideas to launching of a new product; from writing a proper marketing plan to the execution of a marketing communications program; from team building to project management; from sales training to the practical use of IT & TQM, this course will lead you to smoother operations everyday.

DESIGNED FOR

This programme is designed for:

- frontline and middle-level executive
- marketing executives who would like to make their day to day operations smoother.
- marketing executives who would like to lead their team towards better execution
- Businessmen who like to know more about the practical side of marketing

STUDY MATERIALS

English

CONTENTS

PART I THE SIGNIFICANCE OF MARKETING OPERATIONS

1. What is marketing operations
2. The contribution of Marketing Operations to Sales

PART II GENERATING BIG MARKETING IDEAS

3. Marketing imagination - the edge to success
4. Positioning and differentiation
5. Customer benefit and value added

PART III LAUNCHING A NEW PRODUCT

6. Conduction of Market Research
7. Sales forecast techniques
8. Use of product life cycle model
9. The importance of branding

PART IV HOW TO WRITE A MARKETING PLAN

10. Strategic thinking in the planning process
11. What should be in a marketing plan

PART V EXECUTION OF MARKETING COMMUNICATION PROGRAMS

12. Creating Integrated marketing communication program
13. The role of an advertising agencies
14. The role of PR
15. Exploring direct/database marketing
16. New marketing options

PART VI TEAM BUILDING AND PROJECT MANAGEMENT

17. Briefing common vision
18. Team building and project management
19. Empowerment of your staff

PART VII CONDUCTING EFFECTIVE SALES TRAINING

20. Training of sales staff
21. Compensation of sales staff
22. Motivation of sales staff

PART VIII CONCLUSION

23. The strategic role of Information Technology
24. TQM in Marketing
25. Relationship Marketing



DISTANCE LEARNING CERTIFICATE COURSE 遙距證書課程

January - June 2019

FEE FOR EACH COURSE

HKMA Member: HK\$1,050
Non-member: HK\$1,150

* Applicants should include their HKID card number and fill in their details in block letters.
The Association will issue certificates based on following details and name format.

Name (Mr/Ms): _____

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

Position: _____

Company: _____

Address of Company: _____

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

Job Responsibilities: _____

Tel No. (Co): _____ (Home): _____ (Mobile): _____

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

Correspondence Address: _____

Cheque Number: _____ Cheque Amount: HK\$ _____

Education Level: Doctoral degree Master's degree Bachelor' degree HKMA Diploma Other Diploma
 Matriculation F.5 Others (Please specify) _____

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

Name and Title of Nominator (Mr/Ms): _____

Nominator Email / Address: _____

Sponsorship Company-sponsored Self-sponsored

Where did you **FIRST** learn about this programme?

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

Email Promotion from Other Websites (please specify): _____ Online Advertisement (please specify): _____

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

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

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

■ 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.

報名表格

Please tick course choice and the commencement month

請在方格內劃上 號，選擇課程及選修開課月份。

Course Code 課程編號	Months 月份	Courses 課程名稱
N-A7511-2019	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> 6	DLCC on Business Writing for Engineers
N-A7518-2019	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> 6	DLCC on How to Improve Managerial Efficiency
N-87542-2019	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> 6	DLCC on How to Handle Customer Complaints and How to Develop Business Opportunities from Complaints
N-87543-2019	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> 6	DLCC on Managing Customer Service - Tactical Steps to Achieve Customer Satisfaction
N-A7514-2019	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> 6	DLCC on Events, Exhibitions and Conference Management
N-27544-2019	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> 6	DLCC on Key Fundamental of Corporate Finance
N-A7512-2019	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> 6	DLCC on Effective Business Writing for Executives
N-A7516-2019	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> 6	DLCC on Making of a Successful Manager
NB-A7510-2019	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> 6	督導人員專業管理技巧遙距證書課程
N-A7505-2019	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> 6	DLCC on Corporate Human Resource Management
N-A7503-2019	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> 6	DLCC on How to be a Successful Trainer
N-A7506-2019	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> 6	DLCC on The Policy and Procedure Manual of Human Resource Management
NB-37501-2019	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> 6	人力資源管理實例探討 120 款應用表格研究遙距證書課程
NB-37513-2019	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> 6	僱傭條例遙距證書課程
N-97511-2019	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> 6	DLCC on Modern Inventory and Warehouse Management
NB-97519-2019	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> 6	貨倉及存貨管理運作實務遙距證書課程
NB-97500-2019	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> 6	實用採購管理遙距證書課程
N-87528-2019	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> 6	DLCC on Public relations - How to Handle Corporate Communication
NB-87515-2019	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> 6	零售業管理精要透視遙距證書課程
NB-87534-2019	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> 6	銷售技巧與客戶管理運作實務遙距證書課程
NB-87536-2019	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> 6	特許經營管理遙距證書課程
N-47533-2019	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> 6	DLCC on Key Aspects of Effective Project Management
NB-A7513-2019	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> 6	樓宇物業管理精要遙距證書課程
N-87537-2019	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> 6	DLCC on Marketing Operations - Strategic Marketing Skills at Operational Level
N-37510-2019	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> 6	DLCC on The New Executive Secretary Course
N-37511-2019	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> 6	DLCC on the Professional Executive Secretary Course
NB-A7517-2019	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> 6	保安實務管理遙距證書課程

報名須知 Notes for Application

- 報名取錄與否，一概由本會審查決定。
Acceptance is subject to the discretion of the Association
- 本會收到閣下的報名表格及課程全部費用後，將致電通知。學費收據將於兩星期內寄發。
Applicants will be notified by telephone to confirm receipt of the application and full programme fee. An official receipt will be sent to you within two weeks.
- 已繳之學費，概不退還。
No refund will be made after payment
- 香港管理專業協會保留更改課程細節之權利。更改事宜將於需要時通知報名者。
The Association reserved the right to make alternations regarding to the details
- 報名及一般查詢，請致電客戶服務部 2774-8500 / 2774-8501 或以傳真 2774-8503 聯絡本會。課程秘書處 (查詢教材之郵遞，習作發還及證書頒發)，請電 2774-8586 與黎先生聯絡。
For enrolment and general course enquiries, please call Customer Services Department on 2774-8500 / 2774-8501 or via fax to 2774-8503. For course administration (Enquiry of study package delivery, returning of graded assignments and award of certificate), please call Mr Danny Lai on 2774-8586.
- 本課程詳情：陳小姐 2774-8569 電郵：details.clp@hkma.org.hk
For this course details: Ms Shirley Chan 2774 8569 Email: details.clp@hkma.org.hk

歡迎瀏覽本會網址：WWW.HKMA.ORG.HK/DLCC
Please visit our website: WWW.HKMA.ORG.HK/DLCC

個人資料收集聲明 Personal Data Collection Statement

1. 本會收集及保存個人資料的目的及用途為處理課程報名的申請、安排入讀事宜、學生及本會會員事務、課程研究及統計事宜。
The personal data of applicants are collected and kept for purposes of processing of applications of course enrolment, course admission, student and member administration, course research and statistical matters.
2. 此報名表內所提供的個人資料將供本會職員向申請人進行直接促銷活動，包括優惠、培訓及教育課程、獎項及比賽、會員、舊生會、推廣及其他服務及活動。
The personal data provided in this form will be used by the Association for direct marketing, including special offers, training and education programmes, awards and competitions, membership, alumni, promotional activities and other services and activities that it may arrange.
3. 申請人如欲查閱及 / 或更改個人資料，請向本會提交書面申請。
Applicants wishing for access to and/or correction of personal data may send their written requests to the Association.

如不欲接收此聲明第二項所述之本會資訊，請於空格內填上 號，或隨時向本會提交書面申請。

If you do not wish to receive information as stated in point 2 of this statement, please indicate your objection by ticking the box. You may at any time send your written requests to the Association.

申請人聲明 Applicant's Declaration

1. 本人謹此聲明在此報名表格及附件中填報的資料，根據本人所知，均屬真實無訛，並授權香港管理專業協會向有關機構索取有關本人之考試及就讀資料 (如需要)。
I declare that the information provided in this form and the attached documents is correct and complete. I authorize the Association to obtain information about my public examination results and records of studies from concerned institutions (if necessary).
2. 本人明白在此報名表格及附件中填報的資料將用於入學評估的過程，亦明白任何虛假陳述、遺漏或誤導性的資料可能令本人申請及就讀有關課程及被錄取的資格被取消。
I understand that the information provided in this form and the attached documents 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.
3. 本人已細閱、明白並同意「個人資料收集聲明」的內容。
I have noted, understood and agreed to the contents of the Personal Data Collection Statement.

注意事項 Notes

1. 本人確知課堂上派發之講義僅供本人修習之用。
I understand that all handout materials obtained in class are strictly for my own educational purposes.
2. 本人已明白列於報名表格中的所有「報名須知」。
I have understood all the "Notes for Application" listed in Application Form.

申請人簽署： _____
Applicant's Signature

日期： _____
Date