

## Professional Diploma in Marketing and Retail Management



(2019-2/NS)  
(Revised)

### 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\$2,660** (HK\$820 x 3 modules + HK\$200 application fee). Fee for each module: HK\$3,280, it will be divided into 4 instalments. 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/pdmr](http://www.hkma.org.hk/pd/pdmr)
- Applicants may enrol the programme in any HKMA Training Centres. For more details of venue and opening hours, please visit the HKMA website at [www.hkma.org.hk/trainingcentre](http://www.hkma.org.hk/trainingcentre)

### B. Refund of Course Fee

- Full refund less the HK\$200 application fee will be made for written withdrawal requests received prior to **9 October 2019** by the PDMR Secretariat.
- Refund of module fee will only be made upon written requests received by the PDMR Secretariat before **16 October 2019**. Thereafter no refund will be made. A handling fee of HK\$200 per module will be charged. The HK\$200 application fee is non-refundable.

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

**Name of Institution: HKMA**                      **CEF Institution Code: 300**                      **CEF Course Code: 21F04070-4**  
**CEF Course Title: Professional Diploma in Marketing and Retail 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. For details, please visit the website: <http://www.wfsfaa.gov.hk/cef> or contact the CEF enquiry hotline: 3142 2277.

The Office of the Continuing Education Fund does not have record of registration of this course under the Qualifications Framework.

### D. Schedule

October Term: 23 October 2019 - 20 March 2020

May Term: 6 May - September 2020

Modules	Dates & Time	Examination
Electronic Commerce (PDMR-83105-2019-2-L)	<u>Wednesday</u> (7:00 pm - 10:00 pm) 23, 30 October; 6, 13, 20, 27 November; 4, 11, 18 December 2019; 8 January 2020	<u>Friday</u> 6 March 2020 7:00 pm - 9:00 pm
Business Law (PDMR-85106-2019-2-L)	<u>Friday</u> (7:00 pm - 10:00 pm) 25 October; 1, 8, 15, 22, 29 November; 6, 13, 20 December 2019; 3 January 2020 Pls note that <b>NO CLASS</b> will be held on 27 December 2019	<u>Friday</u> 13 March 2020 7:00 pm - 9:00 pm
Consumer Behaviour (PDMR-83104-2019-2-L)	<u>Wednesday &amp; Friday*</u> (7:00 pm - 10:00 pm) 10*, 15, 17*, 22 January; 5, 7*, 12, 19, 21*, 26 February 2020 Pls note that <b>NO CLASS</b> will be held on 24, 29, 31 January and 14 February 2020	<u>Friday</u> 20 March 2020 7:00 pm - 9:00 pm

### E. Application Deadline

9 October 2019

### F. Class & Examination Venue

HKMA Li Ka-shing College of Professional & Continuing Education  
8 Hoi Wang Road, Mongkok (West), KOWLOON

(8-10 minutes walk from Olympic MTR Station exit D3 or take van 43M from exit B2 of Yau Ma Tai MTR Station)

### G. Notes for Applicants

- Acceptance is subject to the discretion of the Association.
- 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.
- 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.



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## 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 / Email: [hkma@hkma.org.hk](mailto:hkma@hkma.org.hk) (Customer Service Department) during normal office hours. For this 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  
Tel: 2774 8584 (Ms Fanny Lai) 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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