

本會專用 For office use only:				

入會 / 會籍升級 申請表

Application Form - Membership / Membership-Upgrade

香港市場學會歡迎您

閣下正為您的專業展開新的一頁！您將會透過本會多姿多采的活動擴展您的人際網絡，並從我們出版的資訊刊物獲得最新市場動態，更可透過我們為您度身訂造持續進修課程不斷增進您的知識，還有更多好處.....您將可一一體驗。

請閣下花數分鐘時間，告訴本會有關您的經驗及背景，並請附上相關文件以便本會核實及釐訂您的會籍級別。

Welcome to Hong Kong Institute of Marketing

You are beginning a new journey in your professional life. You will develop a new network through our activities, receive latest market intelligence from our publications, enhance your knowledge through our education and continuing professional development programme, and... many more!

Please spend a few minutes to tell us your experience and background. Please also attach relevant documents for us to verify your status and to decide your membership grade.

2009/2010 香港市場學會會員級別概覽 2009/2010 HKIM Membership Grading

學術階梯 Academic

專業階梯 Professional

資深院士 Fellow, FHKIM

資深院士必須成為香港市場學會會員多達十年或以上，
及擁有最少十五年市場營銷工作經驗，並積極貢獻本港的市場營銷業。
只限本會應邀之申請。

A Fellow must have been an active member of Full Member (MHKIM) of the Institute for at least ten consecutive years, and have at least 15 working experience in sales and marketing with prominent contribution in marketing field (By invitation only)
會員年費 Annual Subscription: HK\$1,180

資深會士 Senior Member, SHKIM

資深會士必須擁有獲本會承認的市場碩士學位；並有十年市場營銷工作經驗，其中五年任職管理階層或從事市場教育或培訓工作 或
成為行政人員會士多達五年

A Senior Member must have a recognized master degree in marketing; AND have at least ten years full-time working experience in a recognized area of Marketing, with five years in a recognized marketing management or marketing education/training appointment. OR He/she must have been an active Executive Member (EHKIM) for at least five consecutive years.

會員年費 Annual Subscription: HK\$1,180

會員 Member, MHKIM

會員必須擁有獲本會承認的市場學士學位，於申請時已在認可市場範圍(包括產品開發、價格釐定、銷售管理及廣告等)具三年或以上全職工作經驗，
其中一年任職管理階層或從事市場教育或培訓工作。

A Member must have an recognized marketing degree and have at least three years full-time working experience in a recognized area of marketing (e.g. product development, price setting, sales management, and advertising) with one year in a recognized marketing management or marketing education/training appointment.

會員年費 Annual Subscription: HK\$880

行政人員會士 Executive Member, EHKIM

行政人員會士必須於申請會籍時具有十年或以上認可市場範圍(包括產品開發、價格釐定、銷售管理及廣告等)的全職工作經驗，其中最少三年或以上任職管理階層或從事市場教育或培訓工作；或過去最少連續五年來，為香港市場學會的活躍副會員(AHKIM)*

An Executive Member must have at least ten years full-time working experience in a recognized area of marketing (e.g. product development, price setting, sales management, and advertising) with a minimum of three years in marketing management or marketing education/training appointment; or he/she must have been an active Associate Member (AHKIM) for at least five consecutive years.*

會員年費 Annual Subscription: HK\$1,180

副會員 Associate, AHKIM

副會員必須獲得最少一項認可市場專業資格，或於申請時已在認可市場範圍具三年或以上全職工作經驗，其中一年任職管理階層或從事市場教育或培訓工作，或同等資格
An Associate must have an approved marketing degree qualification, or have at least three years full-time working experience in a recognized area of marketing with one year in marketing management or marketing education/training appointment, or equivalent.

會員年費 Annual Subscription: HK\$880

學生會員 Affiliate (Student)

學生會員現正就讀香港政府認可大專院校的市場課程或本會認可課程人士均可申請。

An Affiliate student member is studying marketing or marketing-related courses in recognized Hong Kong institutes or universities
會員年費 Annual Subscription: HK\$380

聯繫會員 Affiliate

聯繫會員任何18歲以上對市場營銷有興趣的人士
An Affiliate member is open to those interested in marketing.

會員年費 Annual Subscription: HK\$770

香港市場學會的會員資格審核委員會為申請人決定最合適之會員級別。

The membership approval committee of Hong Kong Institute of Marketing will elect the applicant to the highest membership grade according to his/her qualifications.

1. 申請類別 **You are applying for**

<input type="checkbox"/>	申請會籍 New membership
<input type="checkbox"/>	會籍升級 - My membership no. is

從本表格取得的資料，將作本會行政之用。
 Information collected through this form will be used for administrative purposes by the Institute.
 請以英文正楷填寫 Please complete the form in BLOCK letters.

2. 閣下的個人資料 **Personal details**

以下姓名必須與申請人護照/身份證上之名字相符，請提供副本以供核實及蓋上「副本」。
 The below surname and forenames must be the same as applicant's passport/I.D. names, please provide a copy for verification.

名銜：教授/博士/先生/太太/女士/小姐
 Title: **Prof. / Dr. / Mr. / Mrs. / Ms. / Miss**
 * 將不適用者刪去 Delete as appropriate

中文姓名 Chinese Name

姓氏 Surname

名字 Forenames	英文名字 English names
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國籍 Nationality	出生日期 Date of birth
	日 日 月 月 年 年 年 年 D D M M Y Y Y Y

護照/身份證號碼 Passport / I.D. no.	性別：男 Male / 女 Female Gender: * 將不適用者刪去 Delete as appropriate
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3. 閣下的通訊資料 **Contact details**

室 Flat / Room	樓 Floor	座 / 大廈名稱 Block / Name of building
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門牌號碼及街道名稱/屋邨 Number and name of street and/or estate

地區 District	香港 Hong Kong / 九龍 Kowloon / 新界 New Territories / 海外 Overseas * 將不適用者刪去 Delete as appropriate
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請列明香港以外地址包括省、市、及郵政編碼。 **If outside Hong Kong, please tell us the city, province, country & postal code.**

手提電話 Mobile	住宅電話 Home tel	住宅傳真 Home fax
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閣下的電郵資料 **Contact emails**

Since the Institute will communicate with you by e-mails, kindly provide us with your most frequently used e-mail account(s).
 本會將會以電郵與會員保持聯絡。為此，請提供最常用之電郵

通訊電郵 1 Corresponding email 1	通訊電郵 2 Corresponding email 2
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4. 閣下現時的工作 **Your current appointment**

機構名稱 Name of Organisation

現職 Job title	出任此職位之日期 Date appointed
	月 月 年 年 年 年 M M Y Y Y Y

直線號碼 Direct line	傳真號碼 Direct fax	總機號碼 Main line
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公司地址 Company Address

門牌號碼及街道名稱 Number and name of street
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地區 District	香港 Hong Kong / 九龍 Kowloon / 新界 New Territories / 海外 Overseas * 將不適用者刪去 Delete as appropriate
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閣下之市場管理範疇 (可包括您管理的員工數目及預算, 或可附上閣下的履歷表)

Your marketing management responsibilities (You may include no. of staff and budget managed by you or attach a resume)

閣下的機構類別 **Nature of company's business**

<input type="checkbox"/> Academic/Education/Training	<input type="checkbox"/> FMCG/Consumer Durables	<input type="checkbox"/> Media/Journalism/Publication	<input type="checkbox"/> Telecommunication
<input type="checkbox"/> Advertising/PR/Media Agency Practice	<input type="checkbox"/> Government/Voluntary/Non-profit	<input type="checkbox"/> Other Professionals	<input type="checkbox"/> Tourism/Hospitality
<input type="checkbox"/> Arts/Entertainment/Sports	<input type="checkbox"/> I.T./e-commerce	<input type="checkbox"/> Pharmaceutical/Biotechnology/Health	<input type="checkbox"/> Trading/Wholesaling
<input type="checkbox"/> Catering/Restaurant	<input type="checkbox"/> Logistics/Transportation	<input type="checkbox"/> Real Estate	<input type="checkbox"/> Others:
<input type="checkbox"/> Consulting/Executive Search	<input type="checkbox"/> Manufacturing/Industrial	<input type="checkbox"/> Research & Development	
<input type="checkbox"/> Financial Services	<input type="checkbox"/> Market Research	<input type="checkbox"/> Retail	

** 如提供履歷則不用填寫第5及第6項

You may provide the resume in order to skip section 6 & 7

5. 以往的市場工作經驗 (請以倒序時間排列)

Previous marketing work experience (in reversed chronological order)

請提供工作證明副本以供審核 **Please attach copies of reference letters.**

由 From	至 To	公司名稱 Company	職位 Position held	市場管轄範圍 Marketing Management Responsibilities

6. 閣下的教育資歷及專業資格 (請以時間倒序排列)

請提供證書副本, 如非持有市場學之學位, 請同時提供學業成績單以供審核

Your educational background & professional affiliation (in reversed chronological order)

Please attach copies of certificates. If you do not have a degree in marketing, please attach your transcripts.

由 From	至 To	頒授院校或專業團體 Institute or professional body	所獲專業資格/會籍 Qualification or membership	主修科目 Major or concentration

7. 推薦人 Referee

本人與申請人已認識____年並支持申請人申請貴會會籍。本人認同此申請表上申報資料無誤。

I have known the applicant for ____ years and consider this person is suitable for membership and support the application.

To the best of my knowledge and belief the details described on this form are correct.

姓名 Name _____ 本會會籍級別/會員編號 HKIM Grade Awarded/ Membership No. _____
公司名稱 Company _____
公司電話 Company Tel _____ 現職 Position _____
簽名 Signature _____ 日期 Date _____

8. 香港專業市場師 ProM Qualification

本人欲索取有關香港專業市場師資格之資料 | I would like to receive informations about ProM qualifications

9. 學會與閣下的協議 Our mutual agreement

本人現在聲明及保證在本表格內及其附件的資料均正確無訛。請按資料考慮本人成為香港市務學會會員之申請。本人將接受香港市務學會之審批及所頒予之會籍，同時承諾於成為香港市務學會會員後，遵守學會所訂之守則及其修訂本。本人明白並同意香港市務學會的會籍只於所批核及已繳交會費的年期內生效。未經批核或已過期的會員均不能使用其專業市務銜頭。本人並授權香港市務學會向有關人士或機構查證及核實本人之背景，包括現在及過往的僱主，和本人曾就讀的各所院校。如因本人所提供的証書或其他學歷及受僱資料不足，而本會向該等機構查詢時需繳交指定費用，本人願意負責由該等院校及前僱主提出有關費用之要求。

I hereby apply for election to membership of Hong Kong Institute of Marketing (the Institute) on the basis of the information provided in this form and documents enclosed with it and agree to accept the decision of the Institute as to my eligibility for the election to the appropriate grades of membership. If elected, I agree to abide by the rules and regulations as set out in the Memorandum and Articles of Association and also to observe the provisions of the Institute's professional code of practice. I understand and agree that memberships of Hong Kong Institute of Marketing are valid only for the year(s) approved and with membership fees paid. No designation can be used by unapproved or expired members. I declare that the information given in this form is true and correct. I hereby authorise HONG KONG INSTITUTE OF MARKETING to conduct background check with my current and previous employers and educational institutes which I attended as the Institute's deem reasonable and appropriate. If the provision of my educational and past employment information is not sufficient, which should induce any fees charged to the Institute for conducting background check, I agree to bear all the fees requested by relevant institutions and my previous employers.

簽名 Signature

日期 Date

香港市務學會將會會員會籍級別、年期等資料刊登於官方網站及刊物，如申請人對此有問題，請與本會聯絡。

HKIM may publicize members grading, membership effective period etc data on promotion materials, please contact us for special arrangements.

10. 付款方法 Method of payment

本人現繳付會員申請費用港幣柒佰元正，並知悉此費用將不予發還。同時，本人現按申請之級別預繳付該級別之會員年費，並知悉本人須要補付／可獲發還此費用與評定等級後之實際應付年費之差額，或於未能成功申請時獲得此筆預繳年費之發還。

I enclose the application fee of HK\$700 which I understand that it is non-refundable. I further enclose the first annual subscription fee of my applying grade, I agree to pay the outstanding amount if the annual subscription fee of the elected grade is higher, and understand I can get the amount differences refund if the annual subscription fee of the elected grade is lower/ when my application is turned down.

現金(請親身到本會繳交) Cash (Only pay in-person)

支票抬頭請寫「香港市務學會」Cheque made payable to "Hong Kong Institute of Marketing Limited"

銀行轉賬至香港匯豐銀行戶口172-3-019178 祈付「香港市務學會」，並附上收據副本
Bank transfer to HSBC A/C. 172-3-019178 payable to "Hong Kong Institute of Marketing Limited", with a copy of receipt.

本人填妥以下資料及簽署，確定以信用卡繳付申請費港幣\$700及預繳本年度之會費\$_____。
Credit card payment for HK\$700 application fee and prepaid HK\$_____ annual subscription fee by completing the information and signing below.

信用卡類別: Visa MasterCard
Credit card type:

信用卡號碼

Credit card No.

金額 Amount: HK\$700.00 + 1st annual subscription HK\$_____

到期日

Expiry:

____/____/____
M M Y Y

持咭人姓名 Cardholder's name

持咭人簽署 Cardholder' authorised signature

日期 Date

本人同意香港市務學會於本人年費到期後自動將會籍續期，以繼續享有各項權益及使用專業銜頭。

Please renew my membership upon the expiry of the annual subscription automatically, so that I can continuously enjoy all membership benefits and the professional designation.

本人選擇會籍自動延續

I would like to have automatic membership renewal.

持咭人簽署 Cardholder' authorised signature

日期 Date

(如使用信用卡繳付，請以信用卡的式樣簽署 If the annual subscription is paid by credit card, please put the same signature here.)

11. 下一步...What's next?

請閣下將 (a) 此申請表、(b) 相關教育及工作證明文件之副本及 (c) 申請費及本年度之會費用以下列形式繳交：

Please return (a) this completed form, (b) academic certificates and working references copies and (c) payment to:

郵寄或親身前往 By mail or in-person

香港市務學會會員資格審核委員會
香港上環永樂街28-34號東成商業大廈3樓
Membership Approval Committee,
Hong Kong Institute of Marketing,
3/F, 88 Commercial Building,
28-34 Wing Lok Street, Sheung Wan, Hong Kong

傳真 By fax

香港市務學會會員資格審核委員會
Membership Approval Committee,
Hong Kong Institute of Marketing
傳真號碼 Fax: 2881 6057

查詢 For enquiry

電話 Tel: 2881 6682
傳真 Fax: 2881 6057
電郵 Email: enquiry@hkim.org.hk
網頁 Website: www.hkim.org.hk