



HONG KONG INSTITUTE OF MARKETING
香港市務學會



Founding Member
Member of
香港市務學會
亞太市務聯盟創會會員
世界市務聯合會會員

本會專用 For office use only:

入會 / 會籍升級 申請表

Application Form - Membership / Membership-Upgrade

香港市務學會歡迎您

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的專業及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.

2003 / 2004 年度會費一覽

2003 / 2004 Membership Annual Subscription Schedule

| 會員級別 Membership Grade | 專業市務銜頭 Designation <small>[可於名片/文件上列出] To be listed on your name card or formal document</small> | 會員年費 Annual Subscription | 會籍要求 Membership Requirement |
|-------------------------------|--|--------------------------------|--|
| 資深院士 Fellow | FHKIM | HK\$1,000 | 資深會員必須於過去最少連續十年來，為香港市務學會的活躍會員(MHKIM)，並獲得執行委員會推薦。(只限邀請) A Fellow must have been an active Member (MHKIM) of the Institute for at least ten consecutive years. (By invitation only) |
| 行政人員會士 Executive Member | EHKIM | HK\$1,000 | 行政人員會士必須於申請會籍時具有十年或以上認可市務範圍(包括產品開發、價格釐定、銷售管理及廣告)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務教育或培訓工作；或過去最少連續五年來，為香港市務學會的活躍副會員(AHKIM)及每年完成35小時的持續專業發展活動。* An Executive Member must have, at the time of application at least ten years of full-time working experience in a recognised area of marketing (e.g. product development, price setting, sales management, and advertising) with a minimum of three years in a recognised marketing management or marketing education/training appointment; or he/she must have been an active Associate for at least five consecutive years and engaged in activities equivalent to 35 CPD hours yearly for at least three years.* |
| 會員 Member | MHKIM | HK\$770 | 會員必須取得最少一項認可的市務專業資格(例如取得相關學科的大學學士學位、主修市場學)，並於申請時已在認可市務範圍(包括產品開發、價格釐定、銷售管理及廣告)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務教育或培訓工作。* A member must have at least one of the approved marketing qualifications (e.g., a marketing major university degree) and have, at the time of application, at least three years of full-time working experience in a recognised area of marketing (e.g. product development, price setting, sales management, and advertising) with a minimum of one year in a recognised marketing management or marketing education/training appointment.* |
| 副會員 Associate | AHKIM | HK\$770 | 副會員必須獲得最少一項認可市務專業資格，或同等資格。* An Associate must have at least one approved marketing qualification, or equivalent.* |
| 學生會員 Student | - | HK\$380 | 學生會員必須年滿十八歲，並為認可之全日或兼讀的市務或商務相關課程的學生，或已報考認許市務師考試或其他市務學公開考試的人士。* A student member must be at least 18 years of age, and is studying in a recognised full-time or part-time marketing or business related programme; or have registered for CPM examination or other marketing public examinations.* |

香港市務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。申請人於申請時無須揀選會員級別。

The membership committee of Hong Kong Institute of Marketing will elect the applicant to the highest membership grade according to his/her qualifications. Applicants need not select a membership grade in their application.

* 本會執行委員會可推荐申請人取得會籍。An applicant may be elected to the membership grade upon recommendation by the Executive Council.

1. 申請類別 You wish to:

申請會籍 **Apply membership** 會籍升級 **Upgrade membership** - 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.

為方便輸入電腦，請以英文正楷填寫 Please complete the form in BLOCK letters.

2. 閣下的個人資料 Tell us about you

名銜：教授／博士／先生／太太／小姐

Title: Prof. / Dr. / Mr. / Mrs. / Ms.

* 將不適用者刪去 Delete as appropriate

中文姓名 **Chinese Name**

姓氏 **Surname**

名字 **Forenames**

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
Sex: * 將不適用者刪去 Delete as appropriate

3. 閣下的住所 Your home address

室 **Flat / Room** 樓 **Floor** 座／大廈名稱 **Block / Name of building**

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

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.**

住宅電話 **Home tel** 住宅傳真 **Home fax** 家用電郵 **Home email**

4. 閣下的工作 Your work place

機構名稱 **Name of Organisation**

室 **Room** 樓 **Floor** 座／大廈名稱 **Block / Name of building**

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

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**

直線號碼 **Direct line** 傳真號碼 **Direct fax** 公司電郵 **Office email**

總機號碼 **Main line** 手提號碼 1 **Mobile 1** 手提號碼 2／傳呼機號碼 **Mobile 2 / pager**

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。如因本人所提供的證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。

本人現繳付會員申請費用港幣貳佰元正，並知悉此費用將不予發還。同時，本人同意繳交所評定等級的會員年費。

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 employer 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, I 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.

I enclose the application fee of HK\$200 which I understand that it is non-refundable and I further agree to pay the first annual subscription on demand as per the schedule listed on the front page.

簽名 **Signature**

日期 **Date**

10. 下一步...What's next?

請閣下將 (a) 此申請表、(b) 相關文件之副本及 (c) 申請費用以下列形式繳交：

Please send (a) this application form, (b) a copy of relevant documents and (c) the application fee 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
香港金鐘道95號統一中心8樓UM2
Membership Committee,
Hong Kong Institute of Marketing,
UM2, 8/F, United Centre,
95 Queensway, Admiralty, HK

傳真 **By fax**

香港市務學會會員資格審核委員會
Membership 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

11. 付款方法 Method of payment

- 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"
- 銀行轉賬至香港滙豐銀行戶口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\$200，本人現在授權香港市務學會透過本人以下信用卡收取本年度及(或)以後續期之會費，此授權將延續至本人之信用卡到期日。
Credit card payment for HK\$200 application fee by completing the information and signing below. I hereby authorise the HONG KONG INSTITUTE OF MARKETING to charge my credit card with the full amount for this year and/or forthcoming Annual Subscription upon presentation of invoice until further notice. Such authorisation is to continue until the expiry date on this card.

信用卡類別: Visa MasterCard
Credit card type:

信用卡號碼

Credit card No.

到期日

Expiry: 月 月 年 年
M M Y Y

金額 **Amount: HK\$200.00 + Annual subscription(s)***

持咭人姓名 Cardholder's name

持咭人簽署 Cardholder's authorised signature

日期 Date

* Annual subscriptions are subject to the elected membership grade.

| 本會專用 For office use only: | |
|---------------------------------|----------------------------|
| Auth code: <input type="text"/> | Date: <input type="text"/> |

本會專用 For office use only

To be completed by the Membership Committee governed by Hong Kong Institute of Marketing Memorandum and Articles of Association.

We have checked this application and to the best of our knowledge the details described on this form are correct.

We elected this person for membership of Hong Kong Institute of Marketing.

| | | | |
|-----------|-----------------------------------|-----------------------------------|-----------------------------------|
| Name | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| Voting | S / GHKIM / AHKIM / MHKIM / FHKIM | S / GHKIM / AHKIM / MHKIM / FHKIM | S / GHKIM / AHKIM / MHKIM / FHKIM |
| Signature | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| Date | <input type="text"/> | <input type="text"/> | <input type="text"/> |