



HONG KONG INSTITUTE OF MARKETING
香港市務學會

Professional Marketer (ProM)

Professional Marketer (ProM) represents a high level of professional achievements in marketing. The qualification will serve as the only local marketing professional qualification system manifesting the working achievement and status of outstanding marketing practitioners in Hong Kong. ProM can be printed at your stationery such as name cards as a professional designation.

How to become a Professional Marketer ProM:

- 1) You must have a valid HKIM membership and hold HKIM Member (MHKIM) / Executive Member (EHKIM) / Senior Member (SHKIM) / Fellow (FHKIM) status.
- 2) Complete 24 CPD hours from **1 April 2009 to 31 March 2010** and make a record in the ProM Experience and Achievements Assessment form.
- 3) Handed in together with supporting evidence such as CDP hours reference letters on or before **30 April 2010**.
- 4) After approval the application, you will be awarded **Professional Marketer (ProM)**.
- 5) The application can be applied from January 1 to April 30 every year.

Maintaining your Professional Marketer ProM status:

- 1) Upon your renewal of HKIM membership, you should have accumulated at least 24 CPD hours from 1 April 2009 to 31 March 2010, and not limited to, 8 hours of attendance of HKIM organized activities and/ or active contribution to HKIM executive committee.
- 2) The remaining 16 hours could be accumulated by attending marketing or management related activities or courses provided by the following recognized organizations:
 - Recognized universities or tertiary institutes
 - Members of CPD Alliances or recognized professional bodies
 - Hong Kong Trade Development Council
 - Hong Kong Productivity Council
 - The British Chamber of Commerce in Hong Kong
- 3) Instruction of formal marketing course in recognized universities or institution will also be counted as CPD hours (subject to a maximum of 16 CPD hours)

For any enquiries, please call our Marketing Officer, Mr. Anthony Yee (Tel: 3106 8252).

E-mail anthonyyee@hkim.org.hk



ProM Experience & Achievements Assessment Form

HKIM Membership No: _____

A. Personal Particulars

Full Name: (to be printed on certificate) _____
Chinese Name: (to be printed on certificate) _____
Contact number: _____ Email: _____

B. ProM Certificate Collection

- I will collect my certificate in person
- Please send my certificate to me by local registered mail(HK\$30 will be charged to your credit card).

Credit card no: _____ VISA Master Card
Name of Cardholder: _____ Expiry date: _____ (mm/yy)
Cardholder's signature: _____ Date: _____

C. Activities Record

Date	Description or Title of Course/ Activity	Organized by	Number of Hours to Claim
Total:			

Note:

There are 8 Qualified CPD categories under HKIM's CPD scheme:

- 1. Post Qualification Studies (35 hours)
- 2. Short Course (35 hours)
- 3. Language Training (35 hours)
- 4. Information Technology/ Internet (max 20 hours)
- 5. Talk/ seminars/ Workshops (max 20 hours)
- 6. Conferences/ Exhibitions (max 20 hours)
- 7. Committee Work (max 20 hours)
- 8. Private Study (max 8 hours)

Declaration

I understand it is a pre- requisite requirement for ProM designation holders to complete at least 24 CPD hours each year in order to maintain the status for the following year.

I attest that all the information provided in this Members Record of Continuing Professional Development Activities is true and correct.

I understand that random checks will be conducted by the Institute in respect of this declaration and I agree to provide further supporting document when being requested by the Institute.

Signed: _____ Date: _____