



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) / Fellow (FHKIM) status.
- 2) Complete 24 CPD hours from 1 April 2008 to 31 March 2009 and make a record in the ProM Experience and Achievements Assessment form.
- 3) Handed in together with supporting evidence such as reference letters on or before 30 April 2009.
- 4) After approval the application, you will be awarded Professional Marketer.
- 5) The application can be applied from January to April 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 2008 to 31 March 2009, 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.

