



## Application for Programme Accreditation and Exemptions

All applications for accreditation and exemptions are subject to HKIM verification and approval.

### Part A - Institution Details

Name of Institution:	School Registration No: (Specify place of registration if not in Hong Kong)
Address:	
Name of Contact Person (Dr/Mr/Ms/Mrs):	Contact Person No.:
Position :	Website of the Programme /Institution:
Fax:	Email:

### Part B - Programme Information

Please state details of the programme you are seeking exemption from HKIM Diploma/ Professional Diploma in Marketing. If you are running more than one programmes, please use one form for each programme.

Programme Award Title (English):	
Programme Award Title (Chinese):	
Name of Granting Body:	
Programme Leader (Dr/Mr/Ms/Mrs) :	Contact Info of Programme Leader: <input type="checkbox"/> Telephone Number: <input type="checkbox"/> Email Address:
Date of first graduates:	
Period of Programme Validation (DD/MM/YY - DD/MM/YY):	
Mode of Study: (part-time/ distance learning/ taught course, etc)	
Programme Duration (total number of contact hours and other learning hours, if any):	
Programme Recognition Status (i.e. HKQF Level or other Professional Recognitions):	
Medium of Instruction and Assessment :	
Method of Assessment (Please specify):	
Admission Requirements:	
Previous Programme Validation status with HKIM:	

## Part C – Exemption(s) Sought (Optional)

(Please refer to the Explanatory Notes before completing this section. For exemption purpose, please provide us with detailed programme curriculum and relevant documents plus syllabus of each module, duration and assessment method of each module as the attached documents)

HKIM modules	Your proposed corresponding modules
Business Environment	
Fundamentals of Marketing	
Sales and Selling Practices	
Research and Information Fundamentals	
Marketing I (Planning & Management)	
Marketing II (Sales & Customer Management)	
Marketing III (Comm. & Relationship Management)	
Services Marketing	
Brand Management	
Events Management	
Global Marketing Management	
China Marketing	
International Marketing Research Management	

### Checklist

Please ensure that the following supporting documentations are included with your application:

- ..... Information about the institution, existing programmes offered, student admission requirements, CV of key teaching staff involved in the programme
- ..... Information about school/ programme recognition status, including school registration number, details of programme validation with other professional bodies and institutions, etc.
- ..... Full programme structure showing core and optional units
- ..... Syllabus details, including programme aims, learning outcomes of each module
- ..... Teaching and assessment methods of each module
- ..... Recent examination/ assessment papers (pilot papers if new programme)
- ..... Confirmation of institution's recognition status (independent institution only)
- ..... Quality Assurance System of the Programme (if any)
- ..... Payment

### Important:

- Receipt of this application does not oblige HKIM to approving it.
- All fees are payable at time of application and are not refundable.
- Accreditation or exemptions are given entirely at the discretion of HKIM.

### Declaration

I confirm and declare that the information provided in this application is true and accurate. I have read and fully understood the explanatory notes provided in the application form.

**This application is submitted by:**

Name of Institution submitting application	
Name and Position of person submitting application	
Signature (with Institution Chop)	
Date	

- **Application for Programme Accreditation and Exemption: Explanatory Notes**

HKIM may accredit/ recognise programmes of awarding institutions on the basis of their educational standing; the vigour and coverage of their programmes.

The following is applicable to institutions running programmes relevant to the HKIM curriculum and seeking HKIM validation/ accreditation of the whole or part of their programmes.

**Principles**

HKIM will review each programme to consider the following factors:

- Whether the institution offering the award is an accredited educational body at **post secondary level** (i.e., already offering programmes beyond Level 3 of the HKQF).
- Whether the programme has **relevance** to a level and content of the HKIM curriculum.
- Whether, holistically, the **learning outcomes and syllabus content** of the programme can be mapped against one or more modules of the HKIM curriculum. At least 80% of equivalency will be required.

Accreditation will be first considered for an entire stage of the HKIM curriculum. If this is not feasible, consideration will be given for individual modules of a stage. Accreditation may not be given to the HKIM Case Study modules and/or the Graduate/Executive Diploma stage.

Accredited programmes are normally granted for a period of ‘N+1’ years, where N is the duration of the programme. Subject to performance of the delivery, revalidation may be considered for a maximum of ‘N+2’ years.

HKIM should be notified of any changes to an approved curriculum. Depending to the extent of change, a re-validation may be required.

**Documentations**

To proceed with an assessment, a number of documents will be required from the awarding institution, including:

- General information about the institution such as government registration status, existing programmes offered, student admission requirements, CV of key teaching staff involved in the programme, etc.
- Detail curriculum information, including learning outcome, syllabus, quality assurance system, course recognition/ validation and other relevant course information.
- Sample examination/ assessment papers and students’ scripts. If the programme is a new one, pilot assessment papers should be submitted.

**Fees (From October 1, 2009)**

Fees for accreditation vary according to the existing relationship with HKIM. An institution may be a partner, offering programmes in collaboration with HKIM, or it can be an independent operator providing a certificated programme on marketing and seeking HKIM recognition.

Independent	HKSAR Government accredited institutions delivering higher or vocational education programmes not in collaboration with HKIM but seeking HKIM validation for purposes of partial/modular exemptions.
Partners	Educational institutions offering joint/ dual award programmes in conjunction with HKIM.

Institutions offering more than one programme may enjoy a discount on the validation fee for the second and subsequent programmes which are in the same generic series or suite as the first/original programme. To be considered as part of the same generic suite, contents of the programmes in the suite

should have at least 60% common modules, and application for assessment should be submitted at the same time as the first/original programme.

HK\$	First time validation		Revalidation/ Renewals	
	First Programme	2 <sup>nd</sup> Programme	First Programme	2 <sup>nd</sup> Programme
<b>Application Fee</b>	\$1,000	\$1,000	N/A	N/A
<b>Independent</b>	\$12,000	\$8,400	\$8,400	\$5,880
<b>Partners</b>	\$9,600	\$6,720	\$6,720	\$4,704