

## 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.

#### 2010/2011 香港市場學會會員級別概覽

#### 2010/2011 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\$1,380

##### 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\$1,380

##### 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\$980

##### 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\$1,380

##### 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\$980

##### 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\$250

##### 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\$600

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

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姓氏 Surname

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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  
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性別：男 Male / 女 Female

護照／身份證號碼 Passport / I.D. no.

Gender: \* 將不適用者刪去 Delete as appropriate

3. 閣下的通訊資料 Contact details

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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

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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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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.

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手提電話 Mobile

住宅電話 Home tel

住宅傳真 Home fax

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

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通訊電郵 1 Corresponding email 1

通訊電郵 2 Corresponding email 2

4. 閣下現時的工作 Your current appointment

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機構名稱 Name of Organisation

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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

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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

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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

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)

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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

