



Hong Kong Institute of Marketing

(Incorporated in Hong Kong and limited by Guarantee)

Membership Application

2nd Edition (2002)



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**A non-profit making, independent body
representing the profession of marketing and
its practitioners in Hong Kong**

Patron: Chief Executive of Hong Kong Special Administrative Region – Mr Tung Chee Hwa

The Hong Kong Institute of Marketing (HKIM) is formed in 1982 as a company limited by guarantee. It is a non-profit making and independent professional body for Marketers in Hong Kong. Since its establishment, HKIM has been active in the development of Hong Kong's marketing skills as a representative for marketing professionals at all levels of business; as a monitor of standards and ethics and as a training and education resource.

Growth-oriented Positioning

HKIM has an expanding membership of territory-wide marketing professionals. Policies of the Institute are controlled by an Executive Council of 12 members.

International Affiliations

HKIM was a co-founder of the Asia Pacific Marketing Federation (APMF), which now has 17 countries members in the Asia Pacific region. Besides being a member of the APMF, HKIM through APMF, is a member of the World Marketing Association (WMA). The WMA is made up of the American Marketing Association, the European Marketing Confederation and the Federation Latinoamericana de Marketing of LAMFED (the marketing body representing Latin America).

As China is a major focus for our members, HKIM also works closely with marketing bodies in China and organizes visits and conferences with mainland marketing associations.

Membership with HKIM

HKIM upholds very high standards of professional membership.

Eligibility has always been individually assessed but is not automatic to marketers. It is determined by educational qualifications, level of management responsibility and length of relevant experience. All applications that meet the relevant criteria are subject to scrutiny by the

Institute.

Like under the HKIM Education Programme, on successful completion of the Diploma (Level 2) the educational requirements for Associate Member (AHKIM) of the Institute are met. For the designation Member (MHKIM), which confers voting rights, successful completion of the Graduate Diploma (Level 3) satisfies the educational requirements.

Students of marketing, the professionals of tomorrow, are encouraged to join the Institute as student members. They will receive access to the resources and materials as well as information on training and educational programmes jointly offered by HKIM and education partners.

Class of Membership

There are 3 classes of membership:

Honorary:	Honorary Fellows
Full Members:	Fellows, Members
Non-voting Members:	Associates, Graduates and Students

The Institute also offers Corporate Membership to corporations. Interested parties may contact the office for details.

A. Honorary

Honorary Fellows (Hon. FHKIM)

Honorary Fellows are admitted by invitation only. They are for life and with no voting rights.

B. Full Members

1. Fellows (FHKIM)

Fellows are senior members of HKIM who are senior executives who have influence on the marketing policy or strategy that affect a substantial sales turnover or made substantial academic contribution.

2. Members (MHKIM)

A person with at least one of the approved marketing qualifications for Membership under the HKIM Professional Education Programme, or its equivalent. And has been employed for at least three years in a recognized area of marketing. The applicant must be employed at time of application for a minimum of one year either in a recognized marketing management appointment or marketing education or training.

C. Non-voting Members

1. Associate (AHKIM)

Associate Members are persons with one or more of the approved marketing qualifications for Associateship under the HKIM Professional Education Programme, or its equivalent, and who has been personally responsible for the planning and implementation of marketing programmes.

2. Graduates (GHKIM)

Graduate membership is available only for graduates of the Graduate Diploma under the HKIM Professional Education Programme, or its equivalent. They have already met the education requirement for membership but without requisite working experience at time of application. Graduates may apply for upgrading once they have gained the appropriate practical experience.

3. Students Members

Students Members are for registered students in the HKIM Professional Education Programme, or other marketing or business related course of studies.

Further Advancement – CPM(HK)

HKIM has since 2001 introduced a post qualification professional title of Certified Professional Marketer (Hong Kong) [CPM(HK)] to encourage members to further equip themselves after becoming a Full Member of the Institute.

This qualification is obtainable through the public CPM(HK) Qualifying Examinations to be held from 2002 onwards for all Full Members. There is also a pre-requisite requirement for the CPM(HK) title holders to complete at least 35-hour Continuous Professional Development (CPD) activities to be renewed with this title annually. As such, the quality of the CPM(HK) holders can be upheld at an advance level.

The Value of Membership

The HKIM provides a range of benefits for cater to the different needs of its members. These include:

1. Recognition

The HKIM membership is a recognized proof of your status as a professional in marketing. It entitles you to use the letters 'FHKIM, 'MHKIM' or 'AHKIM' (depending on your membership grade) after your name.

2. Opportunities

One will be able to network with marketers of other fields and industries as well as meeting marketing practitioners and educators in other countries.

3. Information

One can attend the informative and, often, lively HKIM members meetings and be invited to official HKIM activities.

One also will be regularly advised on seminars, training and education programmes offered by the HKIM and receive the Institute's publication – *Direction* monthly.

4. Privileges

One will receive helpful discounts on HKIM activities and for purchases at participating shops as well as HKIM endorsed programmes.

Application for Membership with HKIM

Membership is opened all year round. Interested persons may submit the application form to the HKIM secretariat any time. It normally takes about 8 to 10 weeks to process an application.

Factors upon which grading depends include:

1. Academic Qualifications

Academic Qualifications for Membership (or Graduateship)

HKIM Graduate Diploma / Diploma in Marketing (old syllabus)

University graduates with Marketing specialization

Other HKIM approved Professional Postgraduate Diploma/ Graduate Diploma/ Diploma/ Higher Certificate in Marketing

Academic Qualifications for Associateship

HKIM Diploma/ Certificate in Marketing (old syllabus)

University graduates in a Business related subject

Other HKIM approved Diploma/ Certificate in Marketing

Overseas awards of an equivalent standing with the Hong Kong qualifications listed elsewhere may also be accepted to fulfill the academic requirements for Associateship/ Membership.

Appropriate documents including certificates, transcripts, study syllabus, etc. MUST be provided for consideration by the Institute. Applicants who are members of overseas professional bodies may also be welcomed to become members of the Institute.

2. Area of Marketing

Length of employment within one of the areas of marketing listed below:

Product/Brand Management	Marketing Services	Marketing Research
Public Relations	Advertising	Distribution
Sales	Promotion	Merchandising
Marketing Consultancy	Conduct of Marketing Education or Training	

4. Management Responsibility

Length of employment at a defined level of management responsibility.

Entrance Fees and Annual Subscriptions

1. The entrance fees, annual subscriptions and transfer fees are determined from time to time by the executive Council.
2. Annual subscriptions are payable in advance on the first day of April each year.
3. An Entrance fee of HK\$200.00 is payable when submitting the application in respect of all classes of membership, except applications for graduate and student membership. Members seeking re-admission will have to pay a re-registration fee of HK\$200.00.

4. Annual Subscriptions

Class of membership	Amount (HK\$)	Class of membership	Amount (HK\$)
Fellows	\$1,000-	Associates	\$660-
Members	\$770-	Graduates /Students	\$660-

5. Members elected between 1st April and 30th September are liable to pay a full year's subscription in respect of the year in which they are elected. Members elected between 1st October and 31st March are liable to pay a half year's subscription in respect of the year in which they are elected. Members transferred from one class to another shall be liable on the date of transfer to pay the annual subscription applicable to the class of membership to which they are transferred. The Entrance Fee, if applicable and copies of qualifications should be submitted together with the application form.
6. All fee paid are non-refundable unless the registration is unsuccessful.

Professional Conduct

A high standard of professional conduct is expected of Members or students, both in their professional lives and during examinations. A Code of Practice is adopted by the Institute and sent to all members upon registration. Latest revision and subsequent amendments to this Code of Practice will be announced via the *Direction*.

Enquiry

For further information, please contact the Hong Kong Institute of Marketing at:

UM2, 8/F, United Centre, 95 Queensway, Admiralty, Hong Kong

Telephone: (852) 2881 6682

Fax: (852) 2881 6057

e-mail: application@hkim.org.hk

Web-site: www.hkim.org.hk

The Route to HKIM Membership and CPM (HK) Qualification

