

Application Code: (Please tick the appropriate box below)

- (EP120A) Executive Certificate in Digital and Social Media Marketing  
 (EP096A) Executive Certificate in Social Media and Digital Marketing Analytics  
 (EP069A) Executive Certificate in Digital and Content Marketing  
 (EP115A) Executive Certificate in Digital Brand Communications  
 (MK082A) Certificate for Module (Effective Digital Media Planning and Programmatic Advertising)^

^IAB membership number (If any): \_\_\_\_\_

 IAB members may enjoy application fee waiver. You may complete the form and email it with copy of your academic qualifications to [ec.marketing@hkuspace.hku.hk](mailto:ec.marketing@hkuspace.hku.hk)

## PERSONAL PARTICULARS

Name in Chinese <input style="width: 100%;" type="text"/> Title * Mr. / Mrs. / Ms. / Miss <input style="width: 100%;" type="text"/> * Please delete the inappropriate Date of Birth <input style="width: 100%;" type="text"/> Nationality <input style="width: 100%;" type="text"/> Permanent HK Resident <input type="checkbox"/> Yes <input type="checkbox"/> No (if No, please see Notes to Non-local Applicants)	Surname   Given Name Name in English <input style="width: 100%;" type="text"/> HKID Card / Passport No. <input style="width: 100%;" type="text"/> Martial Status <input style="width: 100%;" type="text"/>	
Correspondence Address <input style="width: 100%;" type="text"/>		
Home Telephone <input style="width: 30%;" type="text"/>	Mobile Phone <input style="width: 30%;" type="text"/>	Office Telephone <input style="width: 30%;" type="text"/>
Email Address <input style="width: 100%;" type="text"/>		Fax Number <input style="width: 30%;" type="text"/>
Current Occupation <input style="width: 50%;" type="text"/>	Position <input style="width: 50%;" type="text"/>	
Employer's Name / Address <input style="width: 100%;" type="text"/>		
Emergency Contact Person <input style="width: 50%;" type="text"/> In case of emergency, we may need to contact your family or friend. Please suggest.		
Contact Person <input style="width: 50%;" type="text"/>	Phone <input style="width: 50%;" type="text"/>	

## ACADEMIC QUALIFICATION (in reverse chronological order)

Please state qualifications relevant to the programme / course entry requirements you are applying for and attach the relevant proof of qualifications.

Institution	Award Received	Dates of attendance (From / To)	Part-time or Full-time

## EMPLOYMENT HISTORY (in reverse chronological order)

Please state qualifications relevant to the programme / course entry requirements you are applying for and attach the documentary proof of the working experience.

Name of Employer	Job Title	Date (From / To)

## STUDENT SURVEY

Please answer the following questions so that we may understand more about you:

Where did you hear about our programmes?

- Recommended by friends / relatives     Facebook     Instagram     Google Search     HKU SPACE website  
 Programme brochure     Others (please specify \_\_\_\_\_)

## OTHER RELEVANT INFORMATION

### HKU SPACE ALUMNI

All new enrolled students in the School will automatically receive a lifelong learner card which serves as the student card. It also confers eligibility to become an alumnus of HKU SPACE. If you DO NOT WISH to be an alumnus, please check this box.

### Equal Opportunities for Learning at HKU SPACE

It is the School policy to offer equal opportunities to all applicants with or without disabilities. To enable us to meet the needs of all students, you are invited to indicate on this form whether you require any special assistance. If you do need such assistance, the School may approach you subsequently to obtain further details so as to facilitate our planning and assess how best we can help you.

Special assistance required  Yes (if you check yes, you agree to give us further information on your special needs and consent to our further processing of your data)     No

### Statement on Collection of Personal Data

1. It is necessary for applicants to supply their personal data and to provide all the information requested in the application documents, as otherwise the School may be unable to process and consider their applications.
2. The personal data provided in this form will be used for processing your application for admission, and for registration, academic and administrative communication, alumni management and contacts, research, statistical and marketing (including direct marketing) purposes. The data will be solely handled by HKU SPACE staff but may be transferred to an authorised third party providing services to the School in relation to the above purposes and prescribed purposes as allowed by the law from time to time.
3. When the processing and consideration of all the applications for a particular programme have been completed: (a) the application papers of unsuccessful candidates will be destroyed (if you have indicated to receive our promotional materials in Paragraph 6 then your contact details and opt-in consent would be retained for such purposes); and (b) the application papers of successful candidates will serve as part of the applicant's official student records and will be handled by HKU SPACE staff or by staff of an authorised third party providing services to the School in relation to the stated purposes. In all such circumstances, please be assured that any personal information you supply will be kept strictly confidential. Personal data collected arising from any payment for this application may be retained as statutorily required and for processing refund, if necessary.
4. Upon enrolment, applicants will be required to submit a recent colour photo for student identification purpose.
5. The School will send urgent messages to students via Short Message Services (SMS) and supplement by other means such as email (if the need arises). It is therefore important that the mobile phone number and email address that the applicant provides are accurate. Any change should be reported to the School immediately. Those who have genuine difficulty in receiving urgent messages via SMS should contact the programme teams for separate arrangements.

### Use of Personal Data related to Direct Marketing

6. From time to time, the School will send the latest updates and promotional materials to applicants/students and alumni on the availability of the programmes and courses. This will also include seminars and events, discounts and offers, clinics and other services as well as the alumni events, privileges and offers, networking opportunities and fund-raising initiatives. Occasionally information from our parent University and fellow HKU subsidiaries may also be sent. Various communication channels will be employed such as direct-mail, email, mobile phone and other forms of social media, by using your personal data (including, but without limitation to, your name, contact details and other information collected in your profile such as the programme(s) you enrolled, your graduation year etc). You always have the right to make subsequent changes on your choice of receiving further marketing materials by sending a written unsubscribe request (by email or by post) to the School at any time.

**If you DO NOT WISH to receive our latest updates and promotional materials through the communication channels as stated above, including discounts and offers from time to time, please check this box.**

7. Under the provisions of the Personal Data (Privacy) Ordinance, applicants have the right to request the School to ascertain whether it holds your personal data, to be given a copy, and to apply for correction of the data, if deemed incorrect. Applications for access to personal data should be made by using a special request form and on payment of a fee. Such applications for access to information should be addressed to the Data Protection Officer, HKU SPACE. For general requests of personal data amendment, please fill out the "Application Form for Personal Data Amendment" and submit it to HKU SPACE.
8. For details on the School's policy on personal data (privacy), please refer to the School Prospectus or Website (<http://hkuspace.hku.hk/policy-statement/privacy-policy>).
9. HKU SPACE, being part of the University of Hong Kong, the Personal Information Collection Statement and the Supplement in relation to the General Data Protection Regulation of the University also apply where applicable and can be accessed from <http://www.aal.hku.hk/admissions/documents/pics.pdf> and [https://admissions.hku.hk/tpg/sites/default/files/GDPRPrivacyNotice\\_ApplicantsandStudents.pdf](https://admissions.hku.hk/tpg/sites/default/files/GDPRPrivacyNotice_ApplicantsandStudents.pdf). Being in partnership with other overseas Universities, it also endeavours to comply to their laws and regulations as far as practicable. However, the School is obliged to maintain part of the students' records in perpetuity for reasons stated in this PIC.

## General Notes to Applicants

1. Enrolment can be done in person at any of the School's Enrolment Centres by completing this application form and submitting it with the appropriate fee and relevant documents.
2. Fees paid by crossed cheque or bank draft should be made payable to "HKU SPACE".
3. If the programme/course is starting within five working days, application by post is not recommended to avoid any delays. Applicants are advised to enrol in person at HKU SPACE Enrolment Centres and avoid making cheque payment under this circumstance.
4. If admission is on a first come, first served basis and if you do not hear from us before the course starts, you may assume that your application has been accepted, and should attend the course as scheduled.
5. If admission is by selection, the official receipt is not a guarantee that your application has been accepted. We will inform you of the result as soon as possible after the closing date for application. Unsuccessful applicants will be given a refund of programme/course fee if already paid.
6. If you are applying to / have enrolled for more than one programme/course with HKU SPACE, please check to ensure that there are no scheduling conflicts before submitting your application form.
7. If you do not know the teaching venue within 3 days of the starting date of the course, please check with the relevant programme team.
8. Course fees paid are not refundable except as statutorily provided or under very exceptional circumstances (e.g. course cancellation due to insufficient enrolment).
9. Please refer to the HKU SPACE Prospectus and the official website for full details of enrolment procedures for HKU SPACE Programmes.

### *Vaccine Mandate*

Starting from January 17<sup>th</sup> 2022, the University will introduce a vaccine mandate which HKU SPACE will follow (<https://covid19.hku.hk/announcements/all/2021/11/11105/>). Please refer to details on implementation for access to HKU SPACE Learning Centres to be announced on our Website/Learner Portal as soon as possible.

### *Class arrangement during COVID-19*

The COVID-19 situation may still be fluid and constantly affect class arrangements in the coming months. The health and safety of our students will always be our top priority. To ensure that students' academic progress is not affected, the School may substitute face-to-face classes with online teaching if necessary in the event that face-to-face classes cannot be held. Our respective Programme Teams will contact the students concerned with details of such arrangements as necessary.

## Notes to Non-local Applicants

To study in Hong Kong, all non-local applicants are required to obtain a student visa issued by the Immigration Department of the HKSAR Government, except for those admitted to Hong Kong as dependants, who do not need prior approval before taking up full-time and part-time studies. Non-local applicants issued with a valid employment visa also do not need prior approval to pursue part-time studies. It is the responsibility of individual applicants to make appropriate visa arrangements. Admission to a HKU SPACE academic programme/course does not guarantee the issue of a student visa. Applicants may wish to note that part-time courses are not considered by the Immigration Department for visa purposes except for self-financed, part-time locally accredited taught postgraduate programmes awarded within the HKU system through HKU SPACE.

## Declaration

1. I declare that all information given in this application form and the attached documents are, to the best of my knowledge, accurate and complete.
2. I authorise the School to obtain, and the relevant authorities to release, any information about my qualifications and/or employment as required for my application.
3. I consent that if registered, I will conform to the Statutes and Regulations of the University and the rules of the School.
4. I have noted, understood and agree to the contents of the above notes, Statement on Collection of Personal Data and HKU SPACE policy on personal data (privacy).

*Signature*

*Date*