

## HONG KONG ASSOCIATION OF INTERACTIVE MARKETING (AIM) 香港互動市務商會

### Certified Digital Marketer (CDM) Application Form

<b>For office use only:</b> Application for Registration  Verified: _____ Approved / Rejected: _____		Application Ref: _____ <input type="checkbox"/> Normal Entry <input type="checkbox"/> Senior Management Entry
		Payment: _____
AIM Officer / Manager _____	Chairman / Rep. of vetting panel _____	Period of Registration: _____

**To qualify for the application of CDM designation, a AIM individual member is required to have met the conditions specified in the last section of this application form. You may need to submit supporting documents for verification.**

I would like to register as a Certified Digital Marketer (CDM) of AIM and agree that my name may be published as member of Certified Digital Marketer (CDM) on various AIM publications and website. An application fee of HK\$1,000 and an assessment fee of HK\$500 together with necessary supporting documents are enclosed. I agree also to comply with requirements as specified by AIM if applicable.

#### A. Personal Details

Salutation: (e.g. Mr., Ms., Dr., Prof.)				Membership Number:	
Full Name:					Current Membership Status: <i>(please delete invalid one)</i> Corporate / Individual
<i>in English</i>					
<i>in Chinese</i>					
Residential Address					
Correspondence/ Postal Address					
Contact No:		Mobile:		Email:	

## B. Academic Qualifications (Please provide information in reverse chronological order)

	Level of Qualification (e.g. Bachelor / Master)	Subject Area (e.g. Business Science/)	Major (e.g. Marketing / Digital Marketing/ Accounting)	University / Institute / College	Country	Date Attained (DD/MM/YYYY)	Subjects taken that specialized in digital marketing related area *Please also indicate the total hours attended
1							hours
2							hours
3							hours

## C. Employment History

(Please provide information in reverse chronological order. Please complete on a separate sheet if space below is insufficient)

	From (MM/YY)	To (MM/YY)	Name of Company / Organization	Job Position	Years of Experience	Main Responsibilities in Digital Marketing	Referee	Referee Contact No.	Referee e-mail Address
1									
2									
3									
4									
5									
Total Years of Digital Marketing Experience:									

**D. Reference (Only applicable to Senior Management Entry)**

	Proposer	Second
Name (For corporate member, please insert company name here)		
AIM Membership Type		
AIM Membership Number (if applicable)		
Contact Person		
Contact Number		
E-mail Address		
Signature (company chop required for corporate member)		

**E. Method of Payment**

I enclose the application fee of HK\$ 1,000 and assessment fee of HK 500 which I understand that it is non-refundable.

**Cheque should be made payable to “Hong Kong Association of Interactive Marketing Limited”**

**F. Declaration**

- I understand that the registration for the CDM designation is only effective with valid AIM Membership. Non-AIM members may not be registered as CDM.
- I also understand that upon expiration of this application, I may renew the registration by submitting proof of attending further CPD activities for the relevant period.



- I declared that all the information provided in this application form is true and correct.
- I authorise AIM or any other office that is directly involved in the administration of this application to use, check and process my data as required for my application.
- I understand that upon successful application, my data will become a part of my membership record and may be used all purposed as prescribed and under relevant rules and regulations, so long as I remain member of AIM.
- I understand that random checks will be conducted by AIM for any detail of this application form and I agree to provide further supporting document(s) if necessary when being requested by AIM.
- I agree that AIM may publish my name as a Certified Digital Marketer (CDM) in any publication or website.

Applicant Signature: \_\_\_\_\_

Date: \_\_\_\_\_



## Qualifying for Certified Digital Marketer status

An applicant can become a Certified Digital Marketer of Hong Kong Association of Interactive Marketing (AIM) and be recognised as an experienced, qualified and up-to-date digital marketing professional through:

### A. Normal Entry Scheme

- Applicant must hold either Individual, Fellow or Honorary grade Membership of AIM to be eligible for Certified Digital status.
- Applicant may be eligible to become a Certified Digital Marketer if he/she has the following practical experience as well as the following academic qualifications:
  - A minimum of two years in digital marketing (either practice or teaching)
  - Academic qualifications meet one of the following criteria
    - 1) A bachelor or master's degree in digital marketing or equivalent offered by a local university or a local tertiary education institution (formed under Cap 320 – Education Ordinance ) or an overseas university (within the top 500 of the most recent Times Higher Education World University Rankings or the most recent QS World University Rankings)
    - 2) A bachelor or master's degree in marketing or equivalent and of which a minimum of 2 subjects taken should be specialised in a digital marketing related area recognised by AIM. The degree should be offered by a local university or a local tertiary education institution (formed under Cap 320 –Education Ordinance) or an overseas university (within the top 500 of the most recent Times Higher Education World University Rankings or the most recent QS World University Rankings).
    - 3) A doctoral degree in business/management/computer/information technology (or equivalent) and of which the dissertation should be focused on a digital marketing related area recognised by AIM. The degree should be offered by a local university or an overseas university (within the top 500 of the most recent Times Higher Education World University Rankings or the most recent QS World University Rankings).
    - 4) A higher diploma, advanced diploma, executive diploma, associate degree, bachelor's degree, master's degree or doctoral degree in business/design/management/computer/information technology (or equivalent) offered by a local university or a local tertiary education institution (formed under Cap 320 –Education Ordinance) or an overseas university (within the top 500 of the most recent Times Higher Education World University Rankings or the most recent QS World University Rankings) AND attended a minimum of 80 hours or equivalent-level extra academic training in executive certificate, professional certificate, executive diploma, advanced diploma, professional diploma, associate degree, bachelor's degree, master's degree or other training with QF Level 4 or above (or equivalent) in digital marketing related subjects offered by a local university or tertiary education institution (formed under Cap 320 –Education Ordinance) or local training institute recognised by AIM.

On meeting these criteria and after being approved by the vetting panel of the **Professional Qualification and Development Committee**, the applicant will be awarded a Certified Digital Marketer status. He/She will also be added to the Certified Digital Marketer Directory unless they request otherwise. He/She will then be issued with a Certified Digital Marketer certificate to recognise the achievement.

### B. Senior Management Entry Scheme

If the applicant has considerable digital marketing experience at a senior level or consultancy, and holds, at the time of application, an appointment at or near board level, but has no formal academic marketing qualifications, the applicant may apply



for Certified Digital Marketer status under the SME scheme.

Under this scheme, applicants must establish that they meet the following entry criteria:

- Have held a Senior Digital Marketing Management or Senior Consultancy or similar position for no less than 5 years; or
- Currently hold a position near to or at board level, and are responsible for planning and implementing digital marketing programmes; or
- Made significant contributions to the digital marketing industry;

The applicant must also have two references from the current members (at least one corporate member) of AIM. On meeting these criteria and after being approved by the vetting panel of the **Professional Qualification and Development Committee**, the applicant will be awarded a Certified Digital Marketer status. He/She will also be added to the Certified Digital Marketer Directory unless the applicant requests otherwise. He/She will then be issued with a Certified Digital Marketer certificate to recognise the achievement.

### **Maintaining Certified Digital Marketer status**

The Certified Digital Marketer should continue to maintain a valid AIM individual membership plus manage and record his/her professional development to reach the annual requirement of 24 hours.

It's important to note that AIM will perform random audits on Certified Digital Marketers' CPD records. Certified Digital Marketers selected in the audit are required to provide a CPD submission with evidence. If a Certified Digital Marketer has not been informed he/she is in the audit, then the full 28 hours are automatically awarded to his/her records.

### **Continuing Professional Development (CPD)**

Under the scheme, individual members accumulating no less than 24 CPD hours annually, including:

- Minimum 6 and maximum 18 CPD hours of participation in AIM activities,
- Minimum 6 and maximum 18 CPD hours of taking or teaching digital marketing related qualification studies/short courses/ workshops offered by a local university and tertiary education institution (formed under Cap 320 –Education Ordinance ) or local training institute or overseas university recognised by AIM
- Maximum 6 CPD hours of joining conferences and exhibitions / in-company development / private study/ developing events

### **Application Fee**

- HK\$1,000 non-refundable application fee plus a HK\$ 500 non-refundable assessment fee for subjects taken in digital marketing
- For the courses/subjects be accredited by AIM on an institutional basis, the assessment fee will be waived for the applicant.

Should you have any enquiries, please contact AIM:

Hong Kong Association of Interactive Marketing (Membership Department)

Address 10/F, The Wave, 4 Hing Yip Street, Kwun Tong

Tel (852) 8106-8622

Fax (852) 3013-9512

E-mail [info@hkaim.org](mailto:info@hkaim.org)