



Ref:

Application for Admission to
MSc IN DIGITAL MARKETING

Programme start date: _____

Photograph

Before submitting this application, please ensure that you have enclosed all items under “Checklist” (7)

1. Personal Details

Surname _____ Other Names (as in HKID Card or passport only) _____

Gender _____ Date / Place of Birth _____

HKID Card or Passport No. _____ Nationality _____

Residence Address _____

Residence Tel _____ Email Address _____

Business / Organisation _____

Business Address _____

Business Tel _____ Mobile Phone _____

Please send all correspondence to: ☐ Residence ☐ Business

Can the following information be released to your classmates?

Residence Tel. Yes / No Business Tel. Yes / No

2. Education and Qualifications

Certified copies of degree, diploma and official transcripts must be attached.

Other Courses or
study undertaken

Year Start	Year Completion	University	Major in	Degree	Class
Year Start	Year Completion	School / College / Polytechnic	Major in	Diploma	Class

Professional association
memberships / qualifications

Name of Professional Association	Type of membership / qualification obtained	Year of Acceptance	Current / Expired (on)

Proficiency in English

Please indicate the language in which your prior education was received

☐ English and / or ☐ Others; Please state language(s) _____

If prior education was not conducted in English, then please provide

TOEFL score _____ or IELTS score _____

3. Career Summary

Present Occupation

Job Title	Since	No. of Years
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Organisation	Annual Salary
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Brief description of duties and responsibilities _____

Previous employment record (in chronological order)

Year: From	To	Employer	Job Title
Year: From	To	Employer	Job Title
Year: From	To	Employer	Job Title
Year: From	To	Employer	Job Title

4. Further Information

1) Please state your reasons for wishing to undertake this programme and why you should be selected (attach a separate sheet if necessary)

2) Please outline your Career Objectives (attach a separate sheet if necessary)

5. References

Referee One

Referee Two

Name

Profession / Position

Address / Telephone

6. Additional Information

(a) Are you sponsored by any organisation? Yes / No

(b) Please indicate how you came to know about this course.

☐ Press Advertisement ☐ Personal Contact ☐ Brochure Mailer ☐ Others _____

7. Checklist

The completed application form must be accompanied by the following items:

- (a) Certificate copies of degree, diploma, certificate and transcripts
- (b) Application fee
- (c) 3 passport size photos
- (d) Copy of your Hong Kong permanent ID card
- (e) A set of updated CV
- (f) A set of references

Cheque should be crossed in favour of
Kaplan Higher Education (HK) Limited.

The completed application package should be returned to:
Kaplan Higher Education
4/F., Opulent Building,
402-406 Hennessy Road, Wanchai, Hong Kong

Tel: 2836 0332 Fax: 2836 0039
Email: info@kaplan.edu.hk

If you are recommended to join this program by a student / graduate of the University, please write his / her name and intake no. below:

8. Declaration

I hereby apply for admission to the MSc in Digital Marketing programme. I declare that the information given in this form is complete. I understand that if falsified information is submitted, admission will be rescinded. If accepted as a student, I will comply with all programme conditions, rules and regulations of the University and its representative.

NOTES

a) Your personal data is collected and used by us for processing your application of admission, and for registration, administrative, verification, and compliance with legal, government and statutory requirement, purposes. Provision of personal data is necessary, and without your personal data, we may not be able to provide you with services you require. We may share and transfer your personal data with other members of the Kaplan group and/or authorized third parties providing services to us in relation to the above purposes and/or other prescribed purposes as allowed by law from time to time. In all such circumstances, data will be treated in strict confidence.

b) Under the provisions of the Personal Data (Privacy) Ordinance, applicants have rights to request access to, and to request correction of, his or her personal data. Applicants wishing to amend his or her data should fill out the prescribed form, and submit it to Kaplan.

c) Refund Policy

The Programme allows for full refund of installment fee if withdrawal notice is received in writing by the University via Kaplan Higher Education (HK) Limited two weeks prior to the start of each of the terms. There will be no refund of installment fee if withdrawal notice is received afterwards. All fees paid less application fee will be refunded if the course is withdrawn or not offered.

On premature cessation of the course, all fees and charges that have been collected in respect of any part of the course failing to be conducted on or after the date of the cessation will be refunded within 1 month of the premature cessation.

In case of hardship and deferral (students are required to complete the course within the maximum length of 36 months) cases, the University will consider the refund arrangement on an individual and case-by-case basis.

Students will not need to pay for the exempted units (i.e. modules).

☐ I do not wish to receive promotional materials, special offers and updated information from Kaplan Higher Education, its affiliates and/or business partners.

Signature: _____

Date: _____