



# Enrollment Form

## Professional Certificate in Practical Digital Marketing (PCPDM)

Applicants should include their HKID no. and fill in all details in block letters. The certificate will be issued based on the details indicated in this form. (\* : Compulsory Items)

\*Name: (Mr/Ms) \_\_\_\_\_  
(Surname) (Other Names)

\*姓名: \_\_\_\_\_  
(中文)

\*Date of Birth : \_\_\_\_\_  
(DD/MM/YYYY)

\*HKID Card No.: \_\_\_\_\_

Office Tel : \_\_\_\_\_

\*Mobile: \_\_\_\_\_

\*Email: \_\_\_\_\_

\*Address: \_\_\_\_\_

\*Company: \_\_\_\_\_

\*Position: \_\_\_\_\_

Business Nature: (e.g. retail) \_\_\_\_\_

\*No. of Working Years: \_\_\_\_\_

\*Course Fee :

Option 1 : Bank-in  Amount: HK\$ \_\_\_\_\_

Option 2 : By Cheque

Cheque No.: \_\_\_\_\_ Cheque Amount: HK\$ \_\_\_\_\_

Can be paid by one-time full payment, or, on an equal monthly installment basis

\*Education Level:  Master or above  Bachelor  Diploma / HKAL  
 Associate Degree / High Diploma  DSE / HKCE  Others \_\_\_\_\_  
Please Specify

\*Basic computer knowledge (Word processing, E-mail, Internet surfing)

Yes  No

Where have you learnt about this Programme? (can make multiple )

Google  Facebook  CEF Website  Seminar/ Booth  
 Email  Friend/ Colleague/ Relative Referral  Others \_\_\_\_\_  
Please Specify

### Declaration

Important :

By submitting this application form to us, you have given your consent that all information that you submit would be used to keep you informed of any direct marketing information, including training, education programme, membership, promotion, and other services / activates of AD-Linkage Ltd.

I understand that as a learner of the Continuing Education Fund (CEF) Reimbursement Course, I can pay the respective Tuition Fee on an equal monthly installment basis. However, due to personal reasons, I agree to make an one-time full payment of the Tuition Fee. I understand that such payment arrangement may bring me financial loss as I may not be able to get back the Tuition Fee of the remaining classes if I fail to complete the course due to drop-out of institution, or closure of institution, etc.  
本人明白，本人作為報讀持續進修基金 (CEF) 可發還款項課程之學員，可以按月等額形式支付學費。然而，基於個人理由，本人願意一次性繳付全額學費。本人明白，此舉可能招致財務損失，如因為本人中途退學、未能完成課程，或院校結業等原因，本人將未必能夠取回餘下學費。

I declare that the information given above is true and correct to the best of my knowledge and understand that I will take all responsibilities for the consequences caused by false and incorrect information.  
本人聲明以上資料全部屬實及正確，並明瞭本人須對因提供不實及錯誤的資料造成的後果負全責。

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

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

## Notes for Application

### 1. **Enrollment Procedures**

- Please complete the enrollment form with copies of supporting documents (if specified) and cheque/ bank draft (if any) to AD-Linkage Ltd.
- Applications will be processed and the institution will notify applicants in writing before the course commencement date.
- Unless otherwise notified, applicants are expected to be present for class at the time and place.
- Application for CEF subsidy is optional. Please check the eligibility and application procedure at [www.wfsfaa.gov.hk/cef](http://www.wfsfaa.gov.hk/cef)
- In the event of any inconsistency between the online version and the brochure, online version shall prevail.

### 2. **Entry Requirement**

- Completion of F.5; or Mature candidates of age 18 and above with one year of working experience of any industries; and
- Basic ability to use the computer for word processing, emails and Internet surfing

### 3. **Payment Methods**

#### (i) Cheque/ Bank Draft

Crossed cheque/ bank draft should be made payable to "AD-Linkage Ltd." and returned together with your enrollment form in person or by mail to AD-Linkage Ltd., Flat 1201, 12/F, Fortress Tower, 250 King's Road, North Point, HK. Post-dated cheque will not be accepted. Please write the applicant's name and course code at the back of each cheque/ bank draft.

#### (ii) Cash

Cash can be deposited to the bank account with details below. Please send us the copy of the pay-in slip with your enrolment form by fax (2910-1418) or by email ([account@ad-linkage.com](mailto:account@ad-linkage.com)) and keep the pay-in slip as proof of payment.

- Bank Name : Bank of China
- Account Name : AD-Linkage Limited
- Account No. : 012-354-0-001543-1

### 4. **Refund**

Paid fees are not refundable unless the enrolled course is full or cancelled. In this case, the Institution will arrange course transfer or refund to the participants.

### 5. **Course Transfer**

Transfer to another intake or course could be arranged if the enrolled course is full or cancelled. In any other event, it can only be made subject to the approval of the Institution and with an administrative fee of HK\$200 settled by cheque, bank draft or cash deposit to the bank account. The application must be made no less than one week before commencement date of the enrolled course. Late application will only be considered with the approval of the Institution. Paid fees and the related studentship cannot be transferred from one person to another.

### 6. **Course Changes**

AD-Linkage reserves the right to cancel a course if enrollment is insufficient and make alterations regarding instructors, class schedules, class locations and the course content if necessary.

### 7. **Course Fee**

Can be paid by one-time full payment, or, on an equal monthly installment basis.

For successful application of CEF reimbursement, please settle the tuition fee by either one of the following methods:

1. Deposit money into AD-Linkage Limited's bank account, and send us the pay-in slip as payment proof.
2. Issue cheque(s) under your personal name. Payment with company cheque(s) is **NOT ACCEPTED**, or you may risk failure when applying for CEF reimbursement.