



CC

25<sup>th</sup> September 2006

Mr K.K Yeung

Management Consultancies Association of Hong Kong  
Rm 1403, 14/F  
9 Queen's Road  
Central, Hong Kong

Dear K.K,

**'WIN on Marketing' 「勝在營銷」 TV Programme**

The first ever multi-media, 10 episodes TV educational programme in marketing is finally here! A truly inspiring TV series - packed with real-life marketing cases together with a full range of benefits - is totally free to you:

- **'Proof of Participation'** - a confirmation of your efforts in completing our online marketing programme;
- **Books and DVDs** - a full record of our TV series and a thorough write-up of the programme will be awarded to those participants, on a first-come-first-serve basis, who successfully complete the online marketing programme;
- **Discounts to HKIM Marketing Education Programmes** - with the 'Proof of Participation', individuals who wish to develop their marketing knowledge further will be entitled to some discounts to Certificate in Marketing and Diploma in Marketing organised in collaboration with OUHK LiPACE;
- **A HK\$30,000 Scholarship** - offered jointly by HKIM and The Chinese University of Hong Kong. A maximum of 3 holders of the 'Proof of Participation' will be entitled to an exceptional scholarship for studying CUHK's MSc in Marketing programme (terms and conditions apply).

Click here for full details:

Website: <http://marketing-edu.etvonline.tv>



Further, I would like to present you with the publication, 'Sales and Marketing' supplement published by Career Times. Featuring our TV Programme - 'WIN on Marketing' 「勝在營銷」, this supplement is a useful support that provides you with a thorough analysis of the TV programme itself.

You and your members are invited to partake in this incredible project. In order to bring this information to your members, we enclose several posters and leaflets for your distribution. It is helpful if you, your association and your members would join us in promoting this marketing related information together.

Your kind support of the programme will be greatly appreciated. Should you need more information, please do not hesitate to contact Ms. Joann Yiu on 2152 3019 or email her at [joannyiu@hkim.org.hk](mailto:joannyiu@hkim.org.hk).

Thank you.

Yours sincerely,

**Dora Lee** *MHKIM, CPM(AP)*  
Chairperson, Corporate Communications Committee  
Hong Kong Institute of Marketing

# 勝在營銷

電視首播

2006.10.3起 逢星期二 晚上7:00

無線電視翡翠台

10項電視節目·教你如何利用營銷，  
達至商業致勝之道。

播放時間 (10月3日 - 12月9日)

- TVB  
逢星期二 7:00pm
  - 香港高頻數碼電視公共資訊台  
逢星期二 9:00pm (重播)
  - 有線電視財經資訊台  
逢星期三 8:30pm (重播)
  - TVB Pay Vision 電視新聞二台  
逢星期五 10:00pm (重播)
  - NOW TV 財經台  
逢星期六 9:00pm (重播)
- ❖ 電台節目：香港電台第一台  
逢星期日 8:30pm (解答問題)
- ❖ 經濟日報行政人員版  
逢星期一出版 (全新內容)
- ❖ Career Times "Embracing Change"  
逢星期五出版 (全新內容)

## 「勝在營銷」網上免費課程

歡迎18歲以上香港市民免費修讀·註冊網址  
<http://marketing-edu.etv.online.tv>  
完成者可獲「勝在營銷」課程參加證書  
CD及課本

立即加入香港市務學會  
網址：[www.hkim.org](http://www.hkim.org)  
有機會獲得\$20,000獎學金  
修讀市場學碩士/學士課程





HONG KONG INSTITUTE OF MARKETING  
香港市務學會

**香港市務學會**是香港唯一的獨立非牟利市務專業團體，於一九八二年成立。學會一向致力提升本港市務從業員的專業水平及操守，積極開辦多種類型的市場營銷專業發展活動及培訓課程，協助香港成為亞太區優秀的營銷中心。本會會員涵蓋各行各業的市務人才。如有垂詢，歡迎聯絡香港市務學會姚紀恩小姐（電話：2152 3019；傳真：2881 6057；電郵：[joannyiu@hkim.org.hk](mailto:joannyiu@hkim.org.hk)）。

### VISION 願景

香港市務學會致力成為香港、中國及亞洲專業市場營銷的領導者。

Hong Kong Institute of Marketing leads in marketing professionalism for Hong Kong, China and Asia

### MISSION 使命

本會致力推動香港、中國及亞洲市務人員的專業地位及提升各地的市務卓越水平。

We promote marketing peoples' professionalism and raise the marketing excellence for Hong Kong, China and Asia enterprises

### 香港市務學會會員

歡迎任何符合資格的個人會員或機構會員加入。最低入會條件為：年滿18歲，中學畢業或以上學歷，願意接受進一步市場營銷培訓者。

### 本會活動緊貼市場脈搏

香港市務學會提供多種類型的活動，帶給會員最新的行業資訊及技巧，每月舉辦的活動包括：

- ◇ 領袖會談室 — 邀請商、政、學界領袖與會員對話，每次只限少數參加者，以便可與嘉賓充份交流。
- ◇ 晚餐講座 — 會員在輕鬆的氣氛下享受一頓晚餐之餘，更可聆聽專題演講，亦可與在場會員互相交流心得，一舉三得。
- ◇ 講座及工作坊 — 本會經常舉辦不同主題之工作坊，邀請著名市務專家講解傳授最新最熱門的市務技巧。
- ◇ 企業參觀 — 透過企業實地參觀，會員可親身了解該企業的日常運作。
- ◇ 研討會 — 本會每年均舉行數次大型研討會，邀請行內重量級代表解構市務技巧。

### 香港市務學會專業教育課程培育市務人才

香港市務學會一向以培育市務人才為己任，與本港各大院校合辦多項市務課程。課程範圍包括證書、文憑、深造文憑以至行政文憑等，幫助提高本港市務人員專業知識。