

**TECHNOLOGICAL AND HIGHER EDUCATION INSTITUTE
OF HONG KONG**

Dear Student,

Invitation to Apply for Admission to Year-3 of THEi’s Degree Programmes

We are pleased to invite you to apply for a study place in one of the following programmes offered by the Technological and Higher Education Institute of Hong Kong (THEi). These programmes will commence in September 2022.

Programme Code	Programme	Stream	Study Location	Offering Faculty	Study mode and Duration
DS125111	BA (Hons) in Digital Advertising [#]	-	THEi (CW)	FDE	Full-time 2 years
DS525111					Part-time 3 years
DS125102	BA (Hons) in Fashion Design [#]	Fashion Management	THEi (CW)	FDE	Full-time 2 years
DS525102					Part-time 3 years
MH125108	BA (Hons) in Public Relations and International Events Management	-	THEi (CW)	FMH	Full-time 2 years

[#] With effect from 2022/23 academic year, this new programme title will be used. The programme title before 2022/23 academic year was “BA (Hons) in Advertising”. **Part-time mode** will also be offered for this programme in 2022/23 academic year.

* For more details about the above programmes, please visit the THEi’s website at <http://www.thei.edu.hk/>

A conditional offer will be issued to you upon receipt of your reply slip. To facilitate the processing of applications, your personal data, academic results related to your current and previous study in the Vocational Training Council (VTC) will be used by THEi and the VTC for providing direct marketing information in relation to any programmes, admission and events of VTC and its member institutions. Please complete and return the reply slip overleaf to the teachers upon class visit or to the concerned Faculty Office as soon as possible to secure a study place. Should you require further information, please feel free to call the Registry hotline at 3890-8000.

Technological and Higher Education Institute of Hong Kong

Notes:

1. Relevant VTC HDs are those HDs that the curricula have been mapped and there is a high percentage of similarity in curriculum contents and module learning outcome between these HDs and Year 1 and Year 2 of the corresponding THEi degree programmes.
2. Some programmes might require applicants to have a minimum CGPA in their HD programme and/or to attend an interview before a conditional offer is issued.
3. THEi reserves the right to offer and not to offer study places to applicants subject to various factors, which include the applicants’ academic qualifications, interview performances (if applicable) and availability of study places.
4. THEi reserves the right to cancel any programme, revise programme title, content or change the offering campus(es) / class venue(s) if circumstances so warrant. Details will be announced and published in THEi’s website.

REPLY SLIP

Please tick (✓) the appropriate boxes:

- I hereby apply for the programme selected in the table below and please give me the conditional offer.
 I will not apply for the programmes listed below (Reason: _____)

Programme Code	Programme	Stream	Study Location	Study mode and Duration	Please select <u>ONE</u> programme ONLY
DS125111	BA (Hons) in Digital Advertising	-	THEi (CW)	Full-time 2 years	<input type="checkbox"/>
DS525111				Part-time 3 years	<input type="checkbox"/>
DS125102	BA (Hons) in Fashion Design	Fashion Management	THEi (CW)	Full-time 2 years	<input type="checkbox"/>
DS525102				Part-time 3 years	<input type="checkbox"/>
MH125108	BA (Hons) in Public Relations and International Events Management	-	THEi (CW)	Full-time 2 years	<input type="checkbox"/>

* You may select both Full-time and Part-time modes of the same programme if you wish.

Have you already completed any degree programme? (Please tick (✓) the appropriate box)

- No
 Yes (please provide details below):

Year Attained	Name of Institution	Exit Qualification

To be eligible for the “Non-means-tested Subsidy Scheme for Self-financing Undergraduate Studies in Hong Kong”, you will be invited to complete a designated Application Form to be provided by the Government at a later stage. Your application will then be presented to the Government for verification, assessment of your eligibility and final approval.

Declaration

I hereby give my consent that my personal data and academic results related to my current and previous study in the VTC can be used by THEi and the VTC for the purpose of processing my application for the selected programme as indicated above, and providing direct marketing information in relation to any programmes, admission and events of VTC and its member institutions. I also understand that upon my registration in one of the above programmes, these personal data will become part of my student record and may be used for all purposes related to my study of the programme.

Name in English: _____ Higher Diploma in Marketing and Customer Analytics
Student ID: _____ Programme Code: BA114045
Contact Number: _____ HKID Card Number: _____ ()
Email Address: _____ Student Visa Required: Yes No
Mailing Address:
Flat/Room: _____ Floor: _____ Building: _____
Estate/Court: _____ Street: _____
District: Hong Kong Island Kowloon New Territories Outlying Islands
Signature: _____ Date: _____

Completed reply slips should be returned to the teachers upon class visit or to the concerned Faculty Office. Contact details of the Faculties are given in the below table:

Faculty	Contact Details	
Faculty of Design and Environment (FDE)	Address:	11/F, South Block, 133 Shing Tai Road, Chai Wan, Hong Kong
	Email:	thei-fde@thei.edu.hk
	Tel:	3890 8323
	Fax:	3890 8331
Faculty of Management and Hospitality (FMH)	Address:	12/F, South Block, 133 Shing Tai Road, Chai Wan, Hong Kong
	Email:	thei-fmh@thei.edu.hk
	Tel:	3890 8222
	Fax:	3890 8330
Faculty of Science and Technology (FST)	Address:	Room 315, 20A Tsing Yi Road, Tsing Yi Island, N.T.
	Email:	thei-fst@thei.edu.hk
	Tel:	2176 1505
	Fax:	2176 1554