



THE FORCE BEHIND BUSINESS

MSK Centre Gatundu Cresent off Gatundu road, Kileleshwa  
P.O. Box 69826-00400 Nairobi  
Tel: 4343540/1  
Website: [www.msk.co.ke](http://www.msk.co.ke) Email: [training@msk.co.ke](mailto:training@msk.co.ke)

# MARKETING SOCIETY OF KENYA

## COURSES 2011

### UNIQUENESS

MSK is a society of members operating under Section 10 of the Society’s Act. As a non profit making organization, MSK is committed and focused on the teaching of good marketing practice. MSK has been conducting courses for marketing practitioners since 1978 and our alumni now reads like a who is who in marketing. Our lecturers are required to have had a successful stint as Brand, Marketing and or Sales Managers in established organizations, in addition to solid academic credentials.

### OUR COURSES

Our current programme features; an Executive diploma in Sales and Marketing, Practitioners’ diploma in Sales and Marketing, and a Certificate course in Sales and Marketing.

### PRACTITIONERS COURSES

These are tailored for people who have basic degree or similar qualifications and who are already working (or aspiring) to be marketers (the term in this context includes sales) It is also suitable for persons without formal marketing qualifications who find themselves (or desire to be) in marketing

#### **1. Practitioners’ Diploma in Marketing**

Will impart hands on skill on what to do when you find yourself in a Marketing office or field. It will combine the theoretical foundation with real local examples. Approaches to different business models (eg.FMGG, informal, service, Business to Business, Business to Government) etc will be highlighted. A compulsory marketing project will be part of the final exam. It is considered essential to ensure that graduates of the course are Job ready.

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| Ksh.49, 000 per course (incl. of graduation fee) |
| Max of 3 installments                            |
| Min. initial pay Ksh.24,000                      |

#### **2. Executive Diploma in Sales & Marketing**

After becoming a practitioner of marketing, the next target should be to move into senior marketing management.

The Executive diploma picks off from where the practitioners diploma in marketing ends and imparts skills in strategy, performance management, leadership and supervision, ethics. It will basically advance the practitioners diploma to another higher level.

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| Ksh.63, 000 per course (incl. of graduation fee) |
| Max. 4 installments                              |
| Min.first installment - Ksh.30,000               |

### Distance Learning

This is available to students who for one reason or another cannot access any of our centres or cannot fit into the preferred time frames of our courses will be available on distant mode. Students will get periodic study packs supplemented by tape recordings of actual teaching sessions. They will be entitled to a pre-arranged session with our all-round teachers to amplify any unclear areas and will sit the same exams as the conventional classes. The cost of this program will be the same as the course taken.

**Professional certification in any of the above level courses is also available especially if you have no time to attend class**

## SHORT COURSES, PLUS ONE TO THREE DAYS SEMINARS

### ONE TO THREE DAY SEMINARS

Marketing/Sales Audits

Market Consultancies

In-house seminars/workshops

MSK has, through its membership and associations, a comprehensive list of thorough professionals. Please approach us to conduct an independent/impartial audit of how well your marketing and sales function is being run. The audit may further give rise to further consultation, and or in house seminars/workshops

1-2 Weeks courses in, inter-alia:

|   |   |
|---|---|
| <ul style="list-style-type: none"><li>▪ <u>Customer Service</u></li><li>▪ <u>Advertising management</u></li><li>▪ <u>Public and Not for Profit</u></li><li>▪ <u>Institutions marketing</u></li><li>▪ <u>Branding and Brand Management</u></li><li>▪ <u>Public Relations</u></li><li>▪ <u>Customer Relationships</u></li><li>▪ <u>Creativity in advertising</u></li><li>▪ <u>Marketing planning (Brand planning/business planning)</u></li><li>▪ <u>Credit Sales management</u></li><li>▪ <u>Finance for Marketing Managers</u></li><li>▪ <u>Regional marketing</u></li><li>▪ <u>International marketing</u></li><li>▪ <u>Personal branding and planning</u></li></ul> | <ul style="list-style-type: none"><li>▪ <u>Media planning</u></li><li>▪ <u>Marketing for non Marketing Managers</u></li><li>▪ <u>New Product Development</u></li><li>▪ <u>Territory planning and management</u></li><li>▪ <u>Key Account management</u></li><li>▪ <u>Merchandising</u></li><li>▪ <u>Marketing Strategy and planning</u></li><li>▪ <u>Personal organization success principles</u></li><li>▪ <u>E-marketing</u></li><li>▪ <u>Tourism Marketing</u></li><li>▪ <u>Trade show marketing</u></li></ul> |
|---|---|

These are available on request and tailor made in terms of content, teaching mode, flexibility etc. Short courses can be tailor made for a company or section thereof.

Ksh.15,000 per course

Short courses can also be tailor made to an individual(s) or organizations.

### Flexible Learning

Subject to numbers, study time can be lengthened or shortened, as an option in each of the courses. Courses will be shortened by compacting and lengthened by de-compacting

### OUR CENTRES

#### **Centre**

Nairobi - Kileleshwa Campus, Moi Ave Campus, Queensway Campus, Ngong Road campus, Mlolongo Campus (Contact Head Office for more details)

Mombasa - Ganjoni Campus, 3<sup>rd</sup> floor

Nakuru - Prestige Mall 3<sup>rd</sup> floor

Meru

Kisumu

For any further information, please get in touch with

The Training Manager

Marketing Society of Kenya

Head Office

Tel; 020-4343540/1

[training@msk.co.ke](mailto:training@msk.co.ke) or [info@msk.co.ke](mailto:info@msk.co.ke)

Or you may contact any of our representatives in Nairobi, Mombasa, Nakuru, Nyeri etc.

**MSK LECTURES  
(Past and present)**

| Name                | Work Experience<br>Senior Marketing Positions at:  |
|---------------------|--|
| Joe Wanjau          | -Elida Ponds,<br>-Karume Group; Castle Brewing.<br>-Menno Travel.<br>-Nestle Foods.<br>-Kenya Breweries. |
| Rose Kimotho        | -Kameme FM   |
| Roger Steadman      | - Steadman Group   |
| Mutua Mutua         | -BAT;<br>-MNET<br>-Avon<br>-O&M<br>-Boots  |
| Leonard Radoli      | -Nation Media Group  |
| Prof Chege Waruinge | -Capital Markets Authority, USIU,<br>U.O.N   |
| Wamuyu Kambo        | -Kenya School of Professional<br>Studies.  |
| Felix Okatch        | -Kenya Wines Agencies.<br>-National Bank of Kenya.   |
| Tom Sitati          | -Chairman MSK.<br>- Davis & Shirliff.<br>- Inter Brands East Africa<br>- Brandscape.                     |
| Dick Mutoka         | -Mumias Sugar<br>-Nation Media Group.<br>-BAT.   |
| Ngumo Ngumo         | - Equity Bank, B.A.T and KBC.  |
| Francis Wachira     | -MSK.<br>-Unilever.<br>-Coca Cola Africa.<br>-KBL<br>-Rollout Group<br>- Bridge promotion.               |

**MSK STUDENTS  
(Past and Present)**

|                     |  |                         |
|---------------------|--|-------------------------|
| Timothy Chege       | Managing Director  | Ketepa                  |
| Fatima Alimohammed  | Deputy Managing Director   | Bidco- Uganda           |
| Hon. Mutahi Kagwe   | Minister   | Ministry of Information |
| Dr. Githinji Gitahi | Group Product Manager and Expert Marketing Head ( <i>Middle East Africa and Pakistan</i> ) | GSK                     |
| James Nginya        | Regional Sales and Marketing Manager   | Total Kenya             |
| Harry Njagi         | Marketing Manager  | Nation Media Group      |
| Ndirangu wa Maina   | Group Managing Director  | Consumer Insight        |
| Gikonyo Macharia    | Head of Marketing  | Royal Media             |
| Florah Mutahi       | C.E.O  | Melvins Tea             |
| Tom Sitati          | Executive Director/<br>Chairman, MSK   | Interbrand East Africa  |
| Paul Kukubo         | Managing Director/ Past Chairman, MSK  | 3mice Limited           |
| Felistas Ndegwa     | Head of Business Development   | Nairobi Stock Exchange  |
| David Kimotho       | Director   | Kameme FM               |
| Daniel Muoki        | Research and Product Devt. Manager   | KICC                    |
| Silpah Owich        | Sales Manager  | KCB                     |
| Peter Wafula        | Managing Director  | Sema Ltd                |

**COMPANIES WHOSE EMPLOYEES HAVE TRAINED WITH MSK**

|                                |                          |                            |
|--------------------------------|--------------------------|----------------------------|
| Nation Media Group             | Davis and Shirliff       | CMC                        |
| Barclays Bank                  | Crown Distributors       | General Motors             |
| Kenya Commercial Bank          | Dalbit Petroleum         | Bamburi Cement             |
| Kenya Airways                  | Eveready Batteries       | East Africa Spectre Ltd    |
| EXP Momentum                   | Imperial Bank            | Engen                      |
| Redsky                         | Glaxo Smithkline         | Image Motors               |
| Cooperative Bank               | Kenol Kobil              | Kapa Oil Refineries        |
| Kenya Broadcasting Corporation | Kenya Airports Authority | Diamond Trust              |
| Unilever Kenya                 | Delloitte and Touche     | Mabati Rolling Mills       |
| Melvins Tea                    | KPLC                     | Henkel Kenya               |
| EABL                           | Coastweek                | Wrigley's E.A              |
| AAR                            | Standard Chartered       | Beverage Industries Africa |
| Alpha knits                    | Invesco Assurance        | Metropolitan Life Kenya    |
| Alliance Media                 | Ovidian Advertising      | I&M Bank                   |
| All About Marketing            | Old Mutual Insurance     | Steadman Group             |
| Celtel Kenya                   | UAP Insurance            | Baraka FM                  |
| Safaricom                      | Unga Limited             | Stanbic Bank               |
| Cadbury Kenya                  | Multichoice              | Outgoing Tours             |
| Capital FM                     | Sameer Africa            | Blancos                    |
| Brookside Dairy                | Standard Group           | Posta                      |
| British American Insurance     | Telkom Kenya             | Tomorrow Creations         |
| Commercial Bank of Africa      | Total Kenya              | C.Dorman                   |
|                                |                          | Total Kenya                |

NIC Bank  
Alexander Forbes  
Glaxo Smithkline  
G4S  
  
Brookside Dairy  
Private Safaris Ltd  
KTDA  
NSSF  
LAP Trust  
S & L Kenya  
AIG Kenya

Ultra Ltd  
Interconsumer Products Ltd  
Housing Finance  
Miritini K.Ltd  
Hogger Ltd  
Spreading Marketing  
Toyota E.A  
Colgate Paimolive  
Royal Haven Guest Hse  
Standard Group  
Daybreak Ltd  
Capwell Industries  
Nis Bearing PTE Ltd

Prime Communications Kenya  
Research International  
Integral Advisory  
KWS  
Swiss International Airlines  
Nestle Foods(K) Ltd  
Solvo Chem E.A Ltd  
KIM  
Nurtun Bates Ltd  
Ogilvy and Mather  
Riara Group



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MSK COURSES' REGISTRATION FORM

Surname Name: Other Names

Postal Address: Physical Address:

Telephone: Cell Phone E-Mail:

Attach the following:

- i. Copies of Academic Certificates ii. Copy of CV iii. Two Passport Size Photos iv. Copy of National ID

Course Applied for:

Table with 3 columns: Course, Tick Appropriately, and State Which. Rows include MSK Executive Diploma in Marketing, MSK Practitioners' Diploma in Marketing, MSK Post Graduate Diploma in Marketing, MSK Diploma in Marketing, MSK Certificate in Marketing, MSK Practitioners' Certificate in Marketing, MSK Short Course, and MSK Seminar Course.

Intake: (Month)

Education Summary

Table with 3 columns: Year, Course Completed, Institution

Employment Summary

Table with 4 columns: Year, Position, Organization, Address

Fee Paid; Initial Deposit: Commitment bond:

Index Number provided.....

I certify that all the information I have provided is correct and accurate.

Signature Date

Official Use: Admitted: {Yes}: {NO}

Comments:.....

Please note that all fees are non-refundable and due at the beginning and will be considered owing despite failure to complete the course, where such failure is not due to the society's inability to provide the specified training.