



MSK Kile Campus
 Gatundu Crescent off Gatundu Road, Kileleshwa (From the City centre, First right turn about 500m from the turn off to Kenya High School)
 P.O. Box 69826-00400 Nairobi
 Tel: 4343540/1,
 Website: www.msk.co.ke Email: info@msk.co.ke or training@msk.co.ke

MARKETING SOCIETY OF KENYA COURSES 2011

UNIQUENESS OF MSK COURSES

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.

MSK COURSES

Our current program features an Executive diploma, a Practitioners diploma, a Post Graduate diploma, an Ordinary diploma, a Certificate, short course(s) and various seminar courses.

PRACTITIONERS COURSES

These are tailored for people who have basic degree (fresh graduates) with 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

Practitioners Diploma in Marketing (duration 6 Months) (class timings - 5:30pm-7:30pm, Tue, Wed and Thursday)

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.

Ksh.49,0500 per course (All inclusive)
Max of 3 installments
Min. initial pay Ksh.24,000

Executive Diploma in Sales & Marketing (duration 6 Months) (class timings - 5:30pm-7:30pm, Mon, Tue and Wed)

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.

Ksh.63. 000 per course (All inclusive)
Max. 3 installments
Min. First installment – Ksh.30,000

Other training courses available at MSK are:

- In-House courses (tailor made for companies - duration open)
- Short courses (various) (duration 2 Weeks)
- Seminars (various) (duration 1-3 Days)
- Professional Marketing certification (duration open for the ever busy corporate professional)

N*B: Short courses can also be tailor made to an individual(s) or organizations. 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 / department thereof.

Ksh.15,000 per course (All inclusive)

Academic Courses

- Academic Post-Graduate diploma in Marketing (duration 6 Months) (Kshs. 49,000 (All inclusive))
- Academic Diploma in Marketing (duration 6 Months) (Kshs. 49,000 (All inclusive))
- Academic Certificate in Marketing (duration 6 Months) (Kshs. 49,000 (All inclusive))

Distance Learning

This is available to students who for one reason or another cannot access any of our centre(s) 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/trainers 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.

Please do not hesitate to contact the under mentioned for more details and access the application forms:

Gilbert/Josephine at the MSK secretariat office on Tel: 020-4343540/1 or email training@msk.co.ke or log on to www.msk.co.ke