



MSK PROFILE (BRIEF)

About MSK...

MSK is a membership organization began in 1977 and operates under Section 10 of the Societies Act. The society's main objectives are to develop a deeper knowledge of marketing to provide services for members and registered students and to make the principles and practices of marketing widely known and effectively used throughout the industry.

Our members range from Marketing companies, Media Owners, Advertising Agencies, Institutions of Higher Learning to individual Marketing Practitioners and Academicians. We train practicing marketers, brief members on new developments in marketing through our publication-Sokoni magazine, and facilitate and organize events on behalf of the members.

Our Vision

“To be the recognized professional authority setting and maintaining excellent standards for Marketing in Kenya and the rest of Africa”

MSK Training Opportunities

The Marketing Society has a fully-fledged education and training department that develops courses tailor made to meet the ever-changing needs in the industry. The MSK Practitioners course has been running for over twenty years and leading marketers in the country have gone through the course, which is highly regarded in the industry.

Currently the society is offering the following professional courses:

- ❖ **MSK Executive Diploma in Marketing**
- ❖ **MSK Practitioners Diploma in Marketing**
- **MSK Post Graduate Diploma in Marketing**
- **MSK Diploma in Marketing**
- **MSK Certificate in Marketing**
- **Short Courses in Marketing**

■ Seminar Courses in Marketing

- **In-house Training (In-house seminars/workshops)**
- **Professional Certification**
- **Marketing/Sales Audits**
- **Market Consultancies**

(MSK courses are now more flexible than ever before to accommodate our busy schedules and are available across the Country through self study and Distance learning modes as well)

Our Seminar and short Courses in Marketing focus on the current issues and trends in marketing and marketing practice. Each of these courses will be covered in a day.

Snapshot of available Seminar courses

- Branding and Brand Management
- Advanced Brand Management
- Marketing Planning and Control
- Customer Relationship Management
- Selling and Sales Management skills
- Public Relations
- Marketing for Non-Marketing Managers
- Effective territory Management
- E-Commerce
- Tourism Marketing
- Media Planning and media planning management
-and A wide range of other marketing and marketing related areas

Following is the courses brief description....

MSK/BM/N001A: Branding Management Level one

(Cost: 10,000. Target group: Marketing/Brand executives/officers/representatives who deals directly with the organization’s product/service)

Part-A

Underlying Marketing Concepts
Marketing recap
The nature of needs
Wants that best satisfy needs

Changing needs?
The concepts of branding, brands

Part-B

Brand equity and other terminologies
Successful brands Vs unsuccessful brands
The Whys?
Brand management practice

Syndicate (the ten most valuable brands in Kenya)
Brand building
Syndicate (a brand manager’s job)

MSK/BM/N001B: Branding Management Level two

(Cost: 15,000. Target group: Senior Marketing/Brand executives/officers/representatives, Middle level marketing managers and above or anyone who has taken branding Management level one)

Branding Mental Map
Core brand Associations
Identifying and establishing brand positioning
Strategies
Planning brand Marketing Programs

Implementing brand Programs
Measuring and interpreting brand performance.
Growing and sustaining brand equity
Brand equity over boundaries, culture and market Segments

Handling branding and brand's setbacks.

MSK/CRM/N002: Customer Relationship Management

(Cost: 15,000. Target group: Marketing/Brand executives/officers/representatives who directly/indirectly interact with customers)

Marketing overview
The nature of consumer needs.
Customer service defined
Customer relations skills
Research findings
Understanding different kinds of customers and how to handle them
Internal and external customers
Importance of internal customer care

Satisfying and retaining customers
Systems that support Customer service and Loyalty
Developing a customer focused culture
Customer Relationship Management, enhancing and
Rewarding Customer service

MSK/MPC/N003: MARKETING PLANNING AND CONTROL

(Cost: 15,000. Target group: Marketing/Brand executives/officers/representatives that constantly find themselves formulating marketing plans)

Marketing overview
Underlying Marketing Concepts
The nature of consumer needs.
Segmentation
Targeting
Positioning
Forecasting and Budgeting
Contents of a marketing plan

Developing of a marketing plan
Control measures and mechanisms
Reviewing feedback and taking corrective measures

MSK/EMPM/N004A: EFFECTIVE MEDIA PLANNING MANGEMENT Level one

(Cost: 15,000. Target group: Marketing/Brand executives/officers/representatives who are involved in media buying or planning for the organization or otherwise)

Media Research
Methodology
Information areas
Data output and interpretation
Media Concepts e.g. Coverage, Reach and GRPS
Target Audience
Living Standard Measures (LSM)
Psychographic Profiling

Demographic segmentation
Media Segmentation
Media Science Application
Product launches
Growth brands
Mature brands
Brands in decline
Niche brands
Multi brand planning

MSK/EMPM/N004B: EFFECTIVE MEDIA PLANNING MANGEMENT Level two

(Cost: 15,000. Target group: Senior Marketing/Brand executives/officers/representatives, Middle level marketing managers and above or anyone who has taken Effective Media Planning level one)

Evaluating Media Plans
Objectives
Target Audience
Situation/ Environment analysis
Competitive analysis
Consumer Analysis
Media Strategy
Media Tactics

Measuring success
Post tracking
Post campaign analysis
Group Work: Case Study and presentations
Future of Media Planning –Surprise Guest Trainer

MSK/EC/N005: ELECTRONIC COMMERCE (E-Commerce)

(Cost: 15,000. Target group: Marketing/Brand executives/officers/representatives who operate in the modern business environment)

Internet Marketing
Mobile Marketing
Internet
World Wide Web (WWW):
Website
E-marketing
Technological tools available
Application of Technology in marketing

Application in Sales
Marketing Communications-
Search Engine Advertising,
E-mail Marketing
Blogs
Search engine optimization

MSK/PR/N009: PUBLIC RELATIONS

(Cost: 15,000. Target group: Marketing/Brand executives/officers/representatives who

Introduction and course overview
Definition of theory and practice of PR
The social context of PR & its growing importance
The organizational concept of PR and its role in organizational Management
PR strategy and management
Implementation and evaluation of PR programmes
The role of research in PR
Identifying key publics internal and external & strategizing for effective communication

Corporate image and identity: methods & techniques
Crisis management

