

study in KENYA

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| Course | Diploma in Marketing |
| Institution | Marketing Society of Kenya |
| Campus | MSK |
| Course Length | 6 months |
| Mode of Study | Part Time |
| Tuition Fees | Kes. 49 entire course |
| Entry Requirement | This is an academic program targeting MSK Academic certificate in Marketing and or equivalent or an undergraduate degree in Marketing or a related field. The course seeks to impart marketing research and communications skills and basic management skills so that they may appreciate the impact achievable through modifying the marketing mix for (re) positioning the product/service offerings and develop an awareness of the technological advances in marketing and the impact of information technology on the marketing mix decisions. |
| Application Procedure | Application Procedure |
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