

# study in KENYA

Course	Practitioners Certificate in Marketing
Institution	Marketing Society of Kenya
Campus	MSK
Course Length	6 months
Mode of Study	Part Time
Tuition Fees	Kes. 23 per course
Entry Requirement	Will impart basic marketing principles, knowledge and skills that is required of any marketing person. It will combine the theoretical marketing principles with real local examples. Approaches will include different business models (e.g. FMGG, informal, service, Business to Business, Business to Government) etc will be highlighted. A compulsory marketing assignment will be part of the final exam. It is considered essential to ensure that graduates of the course are able to appreciate and understand the basic principles in marketing.
Application Procedure	Application Procedure
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