

JP 112 LEVEL IV: DIPLOMA IN SALES & MARKETING

Prerequisite : KCSE C- or its equivalent as outlined by KNQA : Or a Level III Certificate / Diploma

Recommended Duration : 2 – 3 years

MODULES

- | | |
|--|-----------|
| 1. Sales & Marketing | JP 112/1 |
| 2. Consumer Behavior & Customer care | JP 112/2 |
| 3. Marketing Planning & Financial Management | JP 112/3 |
| 4. Marketing Research & Strategic marketing | JP 112/4 |
| 5. Advertising & Public Relations | JP 112/5 |
| 6. Marketing Law Basics | JP 112/6 |
| 7. Principles of Accounting | JP 112/7 |
| 8. Information Communication Technology | JP 112/8 |
| 9. Entrepreneurship Principles | JP 112/9 |
| 10. Industrial Organization & Management | JP 112/10 |
| 11. Business Communication and Office Management | JP 112/11 |
| 12. Quantitative techniques and Marketing Research | JP 112/12 |