

JP 112 LEVEL III: CERTIFICATE IN SALES & MARKETING

Prerequisite : KCSE D OR D+ or its equivalent as outlined by KNQA : Or a Level II Certificate / Diploma
Recommended Duration : 1 year

MODULES

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| 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 |