

# **An assessment of the use of the marketing mix elements by private Secondary Schools : a case of Thika District**

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## **Abstract:**

The purpose of this study was to assess the use of the marketing mix elements by private secondary schools in Thika District. It explored on the marketing mix element used, what influenced their use, the constraints faced when using them to market private secondary schools and to determine how they influence enrollment of students in the private secondary schools. It was carried out in Thika District and covered all the operational private secondary schools. A census method of data collection was used. In carrying out the study, primary data was collected through personally administered questionnaires. Both structured and unstructured questions were used. Data was analyzed using descriptive statistics and tabulation of results done manually. From the study, virtually all the seven given marketing mix elements were used by the private secondary schools although the extent to which individual element was used differed from one school to another. Similarly for each marketing mix element, what influences its use vary in different schools. Despite the constraints faced by private secondary schools in using marketing mix elements to market their businesses, it is the application of these elements that control the level of enrollment of students in different schools. The study has suggested areas that require further research and which would be of use to all stakeholders in the field of private secondary schools.