Promotional tools applied by training colleges: a case study of private colleges in Nairobi

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Abstract:

Private Training Institutions require efficient and well co-ordinated marketing communications strategies to enable them attract students who will benefit from their training and also have symbiotic returns to the institutions management. Marketing communication inefficiency therefore remains a major concern in promoting training to high school leavers. The high leavers having not done so well as to join the public universities and with no outright recruitment to primary school, colleges may have no knowledge as to what he can do next. There is a need to create awareness about the existing institutions and the kind of career training they offer with the prevailing increase in cost of education in Kenya and unemployment due to lack of training, there is an ever increasing number of qualified students who could be trained to fit into careers but have had no chance due probably to lack of awareness. There is therefore need to evaluate the various communication strategies applied by the training institutions if the backlog is to be curbed. Such an understanding could enable the policy makers and training institution-marketing managers to make informed decisions on the allocation of the resources in a manner that maximize the returns and promote communication between the institutions and the high school graduates in particular. This study has evaluated descriptively the various communication strategies applied in selected private colleges in Nairobi. Both secondary and primary data has been used.