

**THE EFFECTS OF MARKETING COMMUNICATION TOOLS ON
STUDENT ENROLMENT IN PRIVATE UNIVERSITIES: A CASE OF MOUNT KENYA
UNIVERSITY, KENYA**

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ABSTRACT

The major objective of the study is to determine the influence of marketing communication techniques on student enrolment in private universities in Kenya with a focus on Mount Kenya University. The study specific objectives included determining whether public, advertising, direct marketing and personal selling Influences student enrolment in Mount Kenya University. Once completed, the study findings will help Private Universities and Mount Kenya University have an insight into the effect of marketing communication techniques on student enrolment. The recommendations will further assist the universities to improve their enrolment through the various marketing communication tools. Student recruitment has become competitive; forcing institutions to find efficient, fast and effective means of providing prospective students with information while they are in the process of deciding. The significance of this study is represented by its attempt to identify the effect of selected marketing communication tools in terms of enhancing student enrolment in private universities in Kenya. Independent variables under study are; public relations, advertising, personal selling and direct marketing; the dependent variable is student enrolment. The study adopted a descriptive research design. Correlation was undertaken to determine the relationship between the dependent (student enrolment) and independent variables (public relations, advertising, personal selling, and direct marketing) addressing the effect of selected marketing communication tools on student enrolment in private universities. Descriptive data was used to analyze data. The results reveal that print media; newspapers, brochures and alumni networks were rated highly as the most effective marketing communication tools to provide information to prospective students. This is due the wide reach and reliability of these tools. The study found out that advertising plays a critical role in enhancing student enrolment in private universities. The study also found out that most universities have not embraced the use of social networks to use as student recruitment tools. Technological advancements are changing how student recruitment is being conducted in higher learning institutions in targeting the techno-literate prospective students. The study established that internet use through university websites had a high usage rate which was equally indicated by student use in accessing university information. Websites are therefore effective marketing communication tools in enhancing student enrolment numbers. This study therefore is of significance to University management and policy makers to use the study findings to