

**FACTORS AFFECTING THE RAPID EXPANSION OF PRIVATE UNIVERSITIES
IN KENYA: A CASE STUDY OF MOUNT KENYA UNIVERSITY**

RIMUI STEPHEN MACHARIA

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Abstract

The main objective of the study was to investigate factors contributing to the growth of the institution of higher learning. Specific objectives were, to find out how demand for education, marketing strategies, quality of education and customer care lead to the growth of private institution of higher learning. The study is important in that it would guide the management of Mount Kenya University marketing their marketing programs. The Government can use the findings of this study to formulate policies which can foster growth of institutions. The study adopted descriptive study design the target population was 14540. The study sample size was 800. Data collection was done using questionnaires. Data analysis was done using statistical package for social sciences (SPSS). Data presentation was done using pie charts, bar graphs and frequency tables. The findings of the study include that the demand for education has been on the increase. Marketing strategies used by Mount Kenya University has led to its growth. Customer care as well as quality of education offered has all contributed to the growth of Mount Kenya University. The research recommended the institution to expand its facilities to cater for the increasing number of students. The number of courses should also be increased to cater for the various interests coming to study at the University. In addition, marketing should relentlessly continue in order to beat competition among institutions of higher learning. Customer care should always be at the centre of the institution operations so as to make the customers satisfied with services offered. The University should constantly strive to maintain high quality of education offered.