

**EQUITY IN EDUCATION: GOVERNMENT POLICIES ON THE GROWTH OF  
INSTITUTIONS OF HIGHER LEARNING, A CASE STUDY OF MOUNT KENYA  
UNIVERSITY**

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## ABSTRACT

The main objective of the study was to investigate effects of government policies on the growth of institutions of higher learning. Specific objective was, 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 was 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.

Data collection was done using questionnaires. 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. The liberalized space created by the current administration in Kenya should be utilized by stakeholders to improve higher education in the country. Notable key areas where collaboration will be welcomed include: Establishment of research centers, Academic and technical staff exchange, Student exchange, Sharing expertise on good practice, Sharing resources especially in areas related to e-learning.