

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

BY

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ABSTRACT

The major objective of the study was 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. The study findings will help Private Universities and Mount Kenya University with insights 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. The study was carried out in Mount Kenya University, Main campus based in Thika. This study was mainly descriptive. The study target population was the students and marketing officers of Mount Kenya. However the accessible population was the 1500 regular students based in main campus. The study also targeted the 50 marketing officers of the university based in the main campus. By use of stratified, simple random and convenience sampling 10% of the respondents were be selected for the study. Mugenda (2003) says for descriptive study, 10% of the accessible population is enough for sampling. For the purpose of this study, stratified sampling technique ensured equal representation of employees from all the categories of the population. This gave a total of 255 respondents. The study used primary data which was collected using questionnaire and interview schedule. The questionnaires were self-administered so as to enhance the response rate. The data was analyzed by use of descriptive statistical tools that included frequency tables and percentages. Qualitative data was then be transcribed and organized into similar topics and presented in form of tabular interpretive reports. Quantitative data was analyzed using percentages and presented using tables.