



MARKETING STUDENTS ASSOCIATION OF DeKUT

MSK GALA AWARDS 2024 ENTRY SUBMISSION

What is the name of the institution that you would like to be awarded?

Marketing Students Association of Dedan Kimathi University of Technology.

This is a dynamic and award-winning club that serves as a hub for students passionate about marketing and those keen on expanding their knowledge in the field.

Formed to foster a community of like-minded individuals, the association is officially registered under the Marketing Society of Kenya.



Please upload your video link, Images and Files for this entry

Event Photos:

https://docs.google.com/document/d/17nA2CiPIR8FRh91aTcJYdlkoozaQwS4wz7vpHullEog/edit?usp=drive_link

Social Pages Links:

LinkedIn: <https://www.linkedin.com/company/marketing-society-of-dedan-kimathi-university-of-technology/>

Instagram: <https://instagram.com/dkutmarketing?igshid=MzRIODBiNWFIZA==>

Twitter: <https://x.com/DekutMarketing?t=tdxDrvmN7SlrmdCca0IRjq&s=09>

TikTok: https://www.tiktok.com/@marketing_dekut?_t=8gTTNQgAFd7&_r=1

Video Links

What measure and activities have you put in place to increase participation to your mentorship club (50 marks)

Introduction

In our efforts to foster a culture of mentorship and professional development, the Marketing Students Association of DeKUT has implemented a range of strategic measures and activities aimed at increasing participation in our mentorship club. Recognizing the importance of nurturing young marketers, we have actively sought to create an engaging, value-driven environment that attracts and retains members.

Our initiatives are designed to cater to diverse interests while ensuring meaningful experiences and growth opportunities for all participants. Through innovative approaches and targeted outreach, we have seen significant growth in both membership and active involvement, reflecting the success of our efforts.

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Marketing Student Volunteer Program

In collaboration with the Dedan Kimathi University of Technology's Marketing Department, the Marketing Students Association has established a volunteer program that has significantly boosted participation and skill development within the club. For the period December 2023 - October 2024, the initiative has successfully engaged 50 volunteers, providing them with valuable practical experience in marketing over the past year.

This program has not only equipped participants with essential marketing skills but also attracted students from various disciplines, eager to join the club and expand their knowledge. By offering real-world exposure and professional growth opportunities, the initiative has proven to be a highly effective approach to increasing engagement and fostering a diverse learning environment within the mentorship club.

The poster features the university's logo and the text "WE'RE RECRUITING". It includes requirements for Marketing Volunteers and a list of benefits. A deadline of Friday, 11th January 2024, is mentioned, along with a note about limited slots. Two young people are shown pointing upwards.

Dedan Kimathi
University of Technology

WE'RE RECRUITING

We are looking for students who would like to join the marketing department as volunteers

Marketing Volunteers Q

Requirements

- Be a DeKUT student
- Join DeKUT Marketing Students Association
- Team player with good interpersonal and communication skills
- Eager to learn new skills

Benefits

- World of work experience
- Practical Marketing Skills
- Networking Opportunities
- Resume Enhancement
- Personal Development

To join our team kindly drop us your application letter to the marketing department at Resource Center 1

Deadline: Friday, 11th January 2024

Limited Slots Available

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MSK Gala Awards 2023 Winners

The announcement of the club as the "Best Marketing Mavericks of the Year" at the MSK Gala Awards 2023 marked a significant achievement, securing the title for the second consecutive year. This recognition has not only motivated our members to be more actively involved but has also attracted new students eager to join the club.

Additionally, our former club president, Mr. Felix Eliab Omotto, was honored as the "Best Marketing Student of the Year," further elevating the club's reputation.

These accomplishments have solidified the Marketing Students Association as a premier marketing club, both regionally and nationally.



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Customer Service Week 2024

The club took an active role in organizing the Customer Service Week 2024 at the university, held from October 7th to 11th, 2024. Throughout the week, we successfully enhanced the student experience by creating engaging and interactive activities, which not only improved the university's reputation but also fostered a stronger sense of community.

The event provided a valuable opportunity to collect feedback from students and staff, allowing us to identify areas for improvement. Additionally, the collaborative efforts involved in planning the week helped strengthen partnerships across departments and boost members' morale, making the initiative a resounding success.



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Mater Heart Run 2024

The club had the privilege of being actively involved in the planning and execution of the Mater Heart Run 2024, Nyeri Edition. Serving as ushers, we played a key role in raising awareness and supporting children with heart conditions from underprivileged families who cannot afford the cost of cardiac surgery.

Our participation extended beyond ushering, as we also contributed to the overall planning of the event. It was a rewarding experience for our members, as we not only engaged meaningfully with participants but also helped make a positive impact in the lives of those in need.

This event has been part of our Annual CSR projects for 2 years now. Enabling our members give back to the society.



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MSD @ 2 Celebrations

One of the club's major highlights was the celebration of the 2nd Marketing Students Association of DeKUT Anniversary. This milestone event brought together founding members, stakeholders, current members, and friends of the club to reflect on its remarkable journey and achievements. The occasion featured a significant handover ceremony, marking a transition in the club's leadership, and the unveiling of the MSD 2024-2025 Strategic Plan, which aims to elevate the club's standing on a national level.

The event was graced by prominent guests, including the Chair of the Marketing Society of Kenya, Lucia Musau—an esteemed MSK board member—as well as the DVC Administration and Finance, and the Registrar Administration and Finance. Their presence, alongside a vibrant audience, contributed to making the anniversary a resounding success and set the stage for the club's continued growth and excellence.



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MSK Annual Student Conference

In affiliation with the Marketing Society of Kenya (MSK) as our governing body, the club had the opportunity to participate in the MSK Annual Student Conference held at KCA University. This event allowed our team to engage with other marketing clubs from various universities and colleges, fostering collaboration and networking within the marketing community.

Notably, Sam Omondi, a dedicated member of our club, excelled in the mock marketing competition, bringing home the win and earning the title of Best Marketing Student at the MSK Annual Student Conference. This achievement not only highlights Sam's talent but also reflects the club's commitment to excellence and professional development.



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DeKUT Career Day 2024

The club actively participated in the University's Career Day 2024, where we welcomed prospective students and their families to campus. This event provided an opportunity for visitors to explore the university's facilities and learn about the academic programs and campus life.

Thanks to meticulous planning, effective marketing, and seamless execution, we successfully hosted over 1,500 students and teachers. This impressive turnout contributed to an increase in the university's intake for the July 2024 semester. Additionally, the event offered valuable insights into event planning, logistics, and experiential marketing, enriching the club's experience and enhancing our skill set for future initiatives.



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High School Mentorship

Under the volunteer program, the club has actively engaged in mentorship by visiting high schools and hosting students on campus for detailed mentorship sessions.

Since January 2024, our members have successfully provided guidance and support to 65 high schools nationwide. These initiatives not only allow us to share our knowledge and experiences with younger students but also foster a spirit of community and collaboration, reinforcing our commitment to empowering the next generation.



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DeKUT i2B Storming Night

Our members had the opportunity to participate in the DeKUT i2B Storming Night, an event designed for students to present their business ideas in front of a panel of judges.

We are proud to announce that our members not only clinched the title for the Best Idea Pitched but also secured the position of First Runner-Up. This outstanding achievement is a testament to the extensive training and support we provide at the club, empowering our members to refine their ideas and excel in entrepreneurial endeavors.



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Team Building Activities

As a club, we prioritize team-building activities, recognizing them as essential to fostering teamwork and collaboration among our members.

By engaging in various team-building initiatives, we have significantly enhanced overall productivity and created a cohesive, enjoyable club environment. These activities not only strengthen relationships among members but also contribute to the long-term sustainability of our club, ensuring that we continue to thrive as a united and dynamic team.



Showcase the club's active participation and contributions to MSK events.

The Marketing Club has been an active and dedicated participant in numerous Marketing Society of Kenya (MSK) events, making significant contributions and leaving a positive mark. The milestones achieved overtime include:

1. Marketing Society of Kenya Gala:

The Marketing Club has been a regular participant in the MSK Gala, an event that brings together marketing professionals, students, and enthusiasts. Club members have actively engaged in the gala, attending, networking, and showcasing their passion for marketing and their institution.

2. National Competitions:

The club's engagement in MSK's national competitions, such as the Gala competitions and the annual student conference, has shown its dedication to honing its marketing skills. Active participation in these competitions allows club members to put their knowledge to the test and gain practical experience.

3. Online Webinars:

The Marketing Club has taken full advantage of MSK's online webinars, which offer professional development opportunities and market insights. Such include the weekly webinars for students by the national students platform. By attending these webinars, club members have enriched their knowledge and stayed up-to-date with the latest trends and practices in the marketing field.

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4. Campaigns and Initiatives:

The club's involvement in MSK's campaigns and initiatives such as those on its social pages showcases its commitment to driving positive change through marketing. Whether it's promoting sustainability, social responsibility, or consumer awareness, the club actively contributes to MSK's campaigns, advancing marketing's role in society.

The Marketing Club's active participation and contributions to MSK events reflect its dedication to the marketing profession. The club's successes in competitions, involvement in board elections, and participation in webinars and campaigns demonstrate its commitment to professional growth and a deep passion for marketing. These contributions not only benefit the club but also contribute to the broader development of the marketing industry in Kenya through MSK.