

ISA 2016 TRAINING CALENDER

Integrated Brand Communications - Advertising or Public Relations (5 Months)

	Kshs
Intakes in January, May, September 2016	150,000
Registration	5,000

Chartered Institute of Marketing - CIM (3-12 Months)

Foundation Certificate in Marketing	2 Units	20,000	Per Unit
Certificate in Professional Marketing	3 Units	25,000	Per Unit
Diploma in Professional Marketing	3 Units	30,000	Per Unit
Intakes in Janaury, April, August		55 UK Ponds	CIM Membership
		115 UK Ponds	Exam Fees Per Unit
Registration		5,000	

Communications, Advertising and Marketing -CAM (3- 12 months)

Diploma in Marketing Communications	5 Units	30,000	Per Unit
Diploma in Digital Marketing	3 Units	30,000	Per Unit
Intergrated Digital Media and Branding Specialist	1 Unit elective	30,000	Per Unit
Intakes in Janaury, April, August		55 UK Ponds	CIM Membership
		115 UK Ponds	Exam Fees Per Unit
Registration		5,000	

Master Classes- 2 days

Digital Marketing for Tourism	February	55,000
Digital Marketinng - Advanced	February	55,000
Actionable Insights. Better Campaigns	March	55,000
Advanced Creative Tools (One day)	March	40,000
Experiential Marketing	April	55,000
Shopper Marketing	June	55,000
The Client- Agency work-guide	May and September	40,000

Prices Exclude VAT

Short Courses- 10 Sessions

Marketing Courses	Kes	Advertising Courses	
Intergrated Marketing Communications	45,000	Strategic Account Planning	45,000
Brand Positioning & Internal Alignment	45,000	Media Management	45,000
Research (Marketing, Media & Brand Communications)	45,000	Marketing in a Digital World	45,000
Strategic Marketing Planning	45,000		
		Account Management Courses	
Advertising Courses		Account Management, Account Handling & Relationship Management	49,500
Strategic Account Planning	45,000		
Media Management	45,000	Public Relations Courses - 2 days	
Marketing in a Digital World	45,000	Corporate Relations	35,000
		Communication Strategy Design	35,000
		Writing for PR	35,000

Registration: shs 2,500 .Classes are held once a week from 5.30pm-7.30pm
Short course calender available on request

For more information on course details call : Sharon : +254 (0) 733476841 Email: sharon.k@isafrica.education

Please visit www.isafrica.education for more details