







**PROCEDURES FOR MARKETING & ENTERPRISE DEV. (KUC/QMS/R/40)**

<b>AUTHORIZATION:</b> Procedures for Marketing and Enterprise development are issued under the Authority of:	
<b>MANAGEMENT REPRESENTATIVE</b>	
Signature:	 
Date:	23/08/2024
<b>PROCESS OWNER:</b> Deputy Director, Marketing and Enterprise Development	
Signature:	 
Date:	



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**RECORD OF CHANGES**

<b>NO.</b>	<b>DATE</b>	<b>CLAUSE</b>	<b>REASON FOR REVIEW</b>	<b>PAGE</b>	<b>PROCESS OWNER</b>
1.	01/08/2024	All/many clauses affected in the procedure	Procedure overhaul and rebuilding due to new organizational structure	All /numerous pages affected	DDM &ED



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**DOCUMENT DETAILS**

1.	Section A: Quality Objectives	
2.	Section B: Procedures	
		Title
		Purpose
		Scope
		Reference
		Terminology
		Responsibility
		Input
		Methods
		Output
		Records
3.	Section C: Opportunities	
4.	Section D: Risks	



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**SECTION A: QUALITY OBJECTIVES**

<b>OBJECTIVE</b>	<b>ACTIVITIES</b>	<b>RESOURCES</b>	<b>RESPONSIBILITY</b>	<b>TIME FRAME</b>	<b>KEY PERFORMANCE INDICATORS</b>
To increase revenue by 2.5% annually.	Advertising  Marketing Products and Services	Budget  Competent Personnel  Marketing materials	Deputy Director, Marketing & Enterprise Development	Annually	2.5% increase of Revenue generated



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**SECTION B: PROCEDURES**

**1.0 PROCEDURE FOR MARKETING**

**2.0 PURPOSE**

The purpose of this procedure is to provide guidance on the marketing of products and services.

**3.0 SCOPE**

This procedure applies to marketing of products and services.

**4.0 REFERENCE**

Marketing materials  
ISO 9001:2015 Standard  
Course Curriculum

**5.0 TERMS AND ABBREVIATIONS**

DDME- Deputy Director Marketing & Enterprise Development  
DDRC – Deputy Director Research and Consultancy

**6.0 RESPONSIBILITIES**

Deputy Director Marketing and Enterprise Development

**7.0 INPUT**

Budget  
Competent Personnel  
Marketing materials

**8.0 METHOD**

- 8.1 Deputy Director M & ED shall conduct a market survey annually.
- 8.2 The Deputy Director M & ED shall prepare an annual marketing plan.
- 8.3 The marketing team shall carry out marketing activities as per the plan.



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8.4 Deputy Director M & ED shall prepare marketing reports quarterly.

**Tender acquisition**

8.5 The DDME shall apply for Tenders for Business

8.6 The DDME shall forward successful tenders to DDRC for execution.

**9.0 OUTPUT**

Increased Revenue

**10.0 RECORDS**

Marketing survey report

Market plan

Marketing reports



**PROCEDURES FOR MARKETING & ENTERPRISE DEV. (KUC/QMS/R/40)**

**1.0 PROCEDURE FOR HIRE OF COLLEGE FACILITIES**

**2.0 PURPOSE**

The purpose of this procedure is to guide on the process of hiring college facilities

**3.0 SCOPE**

This process applies to hire of space, grounds, sports facilities, halls and equipment.

**4.0 REFERENCE**

Guidelines of charges  
ISO 9001:2015 Standard

**5.0 TERMS AND ABBREVIATIONS**

DDMED – Deputy Director Marketing & Enterprise Development

**6.0 RESPONSIBILITIES**

Deputy Director Marketing and Enterprise Development

**7.0 INPUT**

Hiring Facilities  
Personnel  
Booking Diary  
Agreement Forms

**8.0 METHOD**

8.1.1 Enquiry shall be received for hiring facilities.

8.1.2 The client shall pay a minimum of 10% deposit of the total amount.

8.1.3 The client shall fill an agreement form that shall be signed.

8.1.4 The client shall complete payment within five (5) working days before use of the facility/hire of equipment.

8.1.5 The DDMED shall seek feedback for the services.



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**9.0 OUTPUT**

Revenue generated

**10. RECORDS**

A copy of duly signed agreement

Copy (s) of receipts