



DIGITAL MARKETING

Single Subject Diploma

Course Duration: 6 Months

Digital marketing involves the strategic promotion of products and services through digital channels. It equips learners with the theoretical understanding and technical skills required to analyze, design, and implement effective data-driven marketing strategies.



REQUIREMENTS

- KCPE
- One Copy of KCPE/KCSE Result Slip/Certificate
- One ID Copy
- One Birth Certificate Copy
- One Passport Photo

Fee Structure

	DESCRIPTION	FIRST SEMESTER	SECOND SEMESTER
	TUITION FEES:	27,000	27,000
1	Registration	2,500	-
2	Examination Fee	20,000	-
3	Attachment Fee	1000	-
	Total Payable to UCC	50,500	27,000

Payment of Fee:

1. Fee Payment should be made using **MPESA: Till No: 9117941**
2. **Exam fee** payments should be made using **MPESA PAYBILL:**
Business No: 522522
Account No: 1295674041