



## **THE MARKETING ORIENTATION EVENT EVALUATION**

The Marketing Students Association (MSA) held an event at the School of Business, Lower Kabete Campus. The event dubbed “Marketing Orientation” took place in the New Tuition Block (NTB 4). The event was successful in a number of ways. To begin with, all the invited guest speakers were present and they each gave out insightful presentations. The students in attendance must have gathered a lot of information and lessons from them. The invited guest speakers included: CIM representatives from Intel College, Google Student Ambassador, Marketing Society of Kenya representatives and last but not least Miss Independent- Esther Kinuthia (Marketer and blogger).

In addition, the event went on well in accordance to time as planned in the event’s program. The décor was also well arranged and refreshments were in plenty for both the guests and students. The event provided an interactive session between the guest speakers and students. The primary objective of this event which was to enlighten the students about marketing as a powerful profession/career was successfully achieved. The students learnt that marketing is a strong career just as any other career option like finance or accounting. They also got to know more about the many job opportunities available in marketing and how to get hold of such great opportunities. The students also got to learn where and how they can further their studies in marketing and that they can use that knowledge to be an employer instead of an employee.

However, there were also a few shortcomings of the event that were duly noted for improvement next time. The Marketing Students Association executive team learnt that the choice of venue is important. Next time the team will endeavor in getting a venue which will favor the event in case the turnout is not as big expected. This so as to avoid the venue of the event looking empty. The team also learnt the importance of advertising an event way in advance in order to hype the event and guarantee a good turnout of students at the event. The team will strive to improve in these two areas in order to have a much better event next time.

Organising Secretary, Marketing Student Association.