

# Marketing research course to benefit from links with GfK

Date and time:

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The Department of Business Administration hosted Guest Lecturers from GfK Marketing Research Company from 4<sup>th</sup> to 9<sup>th</sup> February 2013. The Lecturers were led by Ms. Phyllis Macfarlane, Chairman, GfK-NOP, who is also the GfK Global Training Director, Consumer Experiences.

GfK is the 4th largest an International Marketing Research Company in the world which has signed a Memorandum of Understanding with The University of Nairobi through the School of Business, Department of Business Administration to offer MSc. in Marketing Research.

The programme was launched in September 2012, and this was the first visit by the Guest Lecturers. The students and members of staff who attended the lectures expressed satisfaction and thanked GfK for the wonderful arrangement.

While presiding over the meeting with GfK, Prof. Lucy Irungu, Deputy Vice-Chancellor (DVC), [Research Production and Extension](#), commended the School and GfK for extending partnerships in academic programmes that are market driven to address relevant issues.

Speaking on behalf of GfK, Ms. Phyliss Macfarlane highlighted that the company is a global player in the area of market research with interest in initiating and supporting market research programmes in African universities. eing market research experts, the company will also organize for guest lecturers. GfK also pledged computers and teaching materials to support the programme.



*(Left) Prof. Lucy Irungu, DVC, Research Production and Extension and Ms. Phyliss Macfarlane, GfK, during the meeting.*

Prof. Jacob Kaimenyi, Deputy Vice-Chancellor, [Academic Affairs](#), Prof. Enos Njeru, Principal, [College of Humanities and Social Sciences](#) (CHSS), Prof. Peter K'Obonyo, Deputy Principal, CHSS and Mr. Stephen Nzuve, Dean, [School of Business](#) attended the meeting.