

GfK Guest Lecturers Visit The Department Of Business Administration

Date and time:

Tue, 2014-02-18 11:57

Link to Gallery:

[GfK 2014 Visit Photo Gallery](#)

Location / Venue:

Chiromo Campus



Students, Staff and GfK officials at Chiromo Campus

The Department of Business Administration hosted a team of guest lecturers from GfK (Growth from Knowledge) who had come to deliver lectures to the MSc in Marketing students at Chiromo campus, on Saturday 15th and Sunday 16th February 2014. GfK . The lecturers normally visit once every semester to give lectures to the students and also assess how the program is getting on.

GfK is one of the largest global market research firms based in the UK, and has been collaborating with the department in offering the MSc Marketing Research Program. The GfK team was led by Phyllis Macfarlane, who thanked the department for running the program well. The occasion was graced by the dean, School of Business , Dr. Josiah Aduda, who praised GfK for supporting the program

