



KENYA INSTITUTE OF
MASS COMMUNICATION
**ELDORET
CAMPUS**

BRIEF HISTORY

The Kenya Institute of Mass Communication was established in 1961 under the Ministry of Information and Communications to build capacity for the public broadcaster and communication services sector.

In 2011 the Institute was transformed into a state corporation with its headquarters in Nairobi vide Legal Notice No. 197 to offer training in Communication, Creative and Cinematic Arts.

OPERATIONALIZATION OF KENYA INSTITUTE OF MASS COMMUNICATION-ELDORET CAMPUS

In the spirit of devolution, a Memorandum of Understanding (MoU) was signed between the County Government of Uasin Gishu and the institute. Under this MoU, the County Government allocated land at Ngeria(Kiambaa area) for the construction of KIMC Eldoret campus. The establishment of the campus was approved by the National Government in 2019 and construction works commenced in 2021.

For the start, the KIMC Eldoret Campus is currently hosted at Homecraft Centre. Since inception the campus has realized a steady rise in student enrollment. The Campus has graduated students every year since 2021. The KIMC Eldoret campus is established to be a centre of Excellence in Performance and Creative arts.

ACCREDITATION AND TRAINING FOCUS AT KIMC

KIMC courses are accredited by the Technical and Vocational Education Training Authority (TVETA) and registered by Kenya Universities and Colleges Central Placement Services (KUCCPS) for student placement. Over the years, KIMC has trained for several organizations that operate in both local, regional and international markets. The institute hosts long term and short-term courses in technical areas of Broadcasting, Cinematography, Electronics, Studio Operations, Anchoring, Print Media, Social Media, Animation, Public Relations, Digital Editing, Acting for Camera, Script writing, videography and photography.

WHY KIMC IS UNIQUE

Training at KIMC Eldoret Campus is anchored on:

- Hands-on-training which gives our graduates cutting edge skills
- Upto-date Curriculum
- State of the art equipments and learning facilities



ELDORET CAMPUS COURSES

- a) Module Based Certificate courses on offer are:
 - i) Certificate in Film/Video Programmes Production
 - ii) Certificate in Broadcast Journalism
- b) Specialized short courses
- c) Upgrading courses in Film/Video programmes production
- d) Post-Graduate diploma in Mass Communication

DURATION

- 1-2 Weeks for short courses
- 1 Year for Module based Certificate Courses
- 2 Years for Upgrading Courses
- 1 year for Post-Graduate Courses

MODE OF STUDY

- Day/Evening/Weekends model
- Project Production(After each Module)
- Industrial Attachment

COURSE PROGRESSION

On successful completion of the certificate course, trainees can pursue any corresponding Upgrading Diploma courses on offer at the institute.

CAREER OPPORTUNITIES

- a) On completion of a module Certificate in Film/Video Programmes Production, KIMC graduates can engage in; Self employment, Media organisations, Production houses and the corporate world as;
 - i) Film/TV Producers & Directors
 - ii) Video editors
 - iii) Animators
 - iv) Graphic designers
 - v) Movie producers
 - vi) Studio technicians(Sound, Lighting & Camera)
- b) On completion of a module certificate in in Broadcast Journalism, KIMC graduates can engage in; Self employment, Media organisations, Production houses and the corporate world as;
 - i. Print and Broadcast Reporters
 - ii. Radio and TV News Anchors
 - iii. Continuity Presenter /Creative Advertiser
 - iv. Communication officers
 - v. Event Managers
 - vi. Public Relations officers
 - vii. Photographers
 - viii. Digital Content creators
 - ix. Information Officers.

HOW TO APPLY

Drop your application at KIMC-ELDORET CAMPUS,
Located at Homecraft Centre, next to Pioneer Dispensary or
Post to the DIRECTOR, KIMC. P.O Box 42422-00100 Nairobi.

or visit

www.kimc.ac.ke to apply