KENYA INSTITUTE OF MASS COMMUNICATION

Apply Today — MAY 2025 INTAKE

ADVERTISEMENT FOR SELF-SPONSORED COURSES

A. Postgraduate Studies

Nairobi (Main) Campus Courses (Clearly indicate the Campus in your application)

No.	Courses	Minimum Requirements
1	Post Graduate Diploma in Mass Communication.	Bachelor's degree from a recognized University
2	Post Graduate Diploma in Advertising & Corporate Branding	Bachelor's degree from a recognized University

B. Diploma and Certificate Courses

Nairobi (Main) Campus Courses (Clearly indicate the Campus in your application)

No.	Courses	KCSE	Mandatory Cluster Subjects
1	Diploma in Broadcast Journalism.	Mean Grade C (Plain)	C (Plain) in English, Kiswahili, and any other two subjects.
2	Diploma in Journalism.	Mean Grade C (Plain)	C (Plain) in English, Kiswahili, and any other two subjects.
3	Diploma in Public Relations & Creative Advertising.	Mean Grade C (Plain)	C (Plain) in English, Kiswahili, and any other two subjects.
4	Diploma in Radio Programmes Production & Broadcasting.	Mean Grade C (Plain)	C (Plain) in English, Kiswahili, and any other two subjects.
5	Diploma in Television Programmes Production.	Mean Grade C (Plain)	C (Plain) in English, Kiswahili, and any other two subjects.
6	Diploma in Film/Video Programmes Production (Directing).	Mean Grade C (Plain)	C (Plain) in English, Kiswahili, and any other two subjects.
7	Diploma in Film/Video Programmes Production (Editing).	Mean Grade C (Plain)	C (Plain) in English, Kiswahili, and any other two subjects.
8	Diploma in Media Technology.	Mean Grade C (Plain)	C (Plain) in English or Kiswahili, D+ (Plus) in Math, & Physics/Physical Sciences or Chemistry.
9	Diploma in Web and Graphic Design	Mean Grade C (Plain)	C in English or Kiswahili, D in Mathematics or Physics/Chemistry. Computer added advantage.
10	Certificate in Broadcast Journalism	Mean Grade C- (Minus)	C- (Minus) in English, Kiswahili, and any other two subjects.
11	Certificate in Radio & TV Presentation Techniques.	Mean Grade C- (Minus)	C- (Minus) in English, Kiswahili, and any other two subjects.
12	Certificate in Film/Video Programmes Production	Mean Grade C- (Minus)	C- (Minus) in English, Kiswahili, and any other two subjects.
13	Certificate in Media Technology.	Mean Grade C- (Minus)	C- in English or Kiswahili, D in Math & Physics/Physical Sciences or Chemistry.

C. Courses: Upgrading Diploma

Nairobi (Main) Campus Courses (Clearly indicate the Campus in your application)

No.	Courses	Minimum Requirements
1	Upgrading Diploma in Broadcast Journalism	KCSE MEAN GRADE: C – (Minus), and any of the following: i) Certificate in Broadcast Journalism ii) Certificate in Radio and Presentation Techniques iii) Certificate in Film/Video Programmes Production iv) Certificate in Media Technology, Or v) KCSE Mean Grade D+(Plus), and Certificate in Film Production (Module Based) and six (6) months of proven Industrial Attachment
2	Upgrading Diploma in Television Programmes Production	
3	Upgrading Diploma in Film/ Video Programmes Production (Directing)	
4	Upgrading Diploma in Media Technology	

Eldoret Campus Courses *(Clearly indicate the Campus in your application)*

No.	Courses	KCSE	Minimum Requirements
1	Upgrading Diploma in Film Production	KCSE Mean Grade D+ (Plus)	KIMC Certificate in Film Production (Module Based) and six (6) months of proven Industrial Attachment
2	Certificate in Film Production (Module Based)	KCSE Mean Grade D+ (Plus)	D+ in English or Kiswahili

How To Apply

Follow the steps below to apply through the e-citizen platform:

a. **Step One:** On your web browser search https://kimc.eciticzen.go.ke
b. **Step Two:** Log in using your e-citizen account or create one if you don't have one, and log in.
c. **Step Three:** Enter your OTP sent to your phone, via SMS, or to your email
d. **Step Four:** Select "Course Application"
e. **Step Five:** Read the course instructions
f. **Step Six:** Fill in the application, upload the required documents and submit your application
g. **Step Seven:** Click on "Pay" and choose "MPESA" to complete payment
h. **Step Eight:** You will receive a receipt to confirm payment
i. **Step Nine:** Once the application is processed, you will receive an SMS to download your Admission Letter, through the email address indicated earlier your telephone number indicated in your Course Application Form.

Note:

a) **Regular Courses Admission:** Admission to regular courses is processed through the Kenya Universities and Colleges Central Placement Service (KUCCPS).
Interested applicants should visit the KUCCPS website at www.kuccps.ac.ke to apply.

b) **For more information, please email us at**
info@kimc.ac.ke, contact us at 0708262895, or visit us at our Nairobi Campus (Uholo Rd South B) or Eldoret Campus (Homecraft Centre at Pioneer).

DEADLINE: Monday, 31st March 2025