KENYA INSTITUTE OF MASS COMMUNICATION
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MAY 2026 INTAKE- SELF SPONSORED PROGRAMMES

The Kenya Institute of Mass Communication (KIMC) invites applications from qualified candidates for admission into Postgraduate, Diploma, and Certificate programmes in media, communication, film, broadcasting, and digital technology under the Self-Sponsored Programmes (SSP).

COURSES OFFERED

A. Postgraduate Programmes (MAIN CAMPUS – NAIROBI): These programmes are designed for graduates wishing to specialize in professional media and communication practice.

Programme	Minimum Entry Requirement
Postgraduate Diploma in Mass Communication	Bachelor's Degree from an accredited university
Postgraduate Diploma in Advertising & Corporate Branding	Bachelor's Degree from an accredited university

B. DIPLOMA PROGRAMMES (MAIN CAMPUS – NAIROBI)

Diploma Programmes: These programmes prepare students for professional careers in broadcasting, journalism, film production, digital media and communication industries.

Programme	Minimum Entry Requirement
Diploma in Broadcast Journalism	KCSE Mean Grade **C (Plain)** and **C (Plain)** in English or Kiswahili and two other subjects
Diploma in Journalism	
Diploma in Public Relations & Creative Advertising	
Diploma in Radio Programmes Production & Broadcasting	
Diploma in Television Programmes Production	
Diploma in Film/Video Programmes Production (Directing)	

Diploma in Film/Video Programmes Production (Editing)	
Diploma in Media Technology	KCSE Mean Grade **C (Plain)** with **C (Plain)** in English or Kiswahili, **D+ (Plus)** in Mathematics, and Physics/Physical Sciences or Chemistry
Diploma in Web & Graphic Design	KCSE Mean Grade **C (Plain)**

C. **CERTIFICATE PROGRAMMES (MAIN CAMPUS – NAIROBI):** These programmes offer entry-level professional training and a pathway to Diploma upgrading.

Programme	Minimum Entry Requirement
Certificate in Broadcast Journalism	KCSE Mean Grade **C- (Minus)** and **C- (Minus)** in English or Kiswahili and two other subjects
Certificate in Radio & TV Presentation Techniques	
Certificate in Film/Video Programmes Production	
Certificate in Media Technology	KCSE Mean Grade **C- (Minus)**, **C- (Minus)** in English or Kiswahili, and **D (Plain)** in Mathematics and Physics/Physical Sciences or Chemistry

D. **UPGRADING DIPLOMA PROGRAMMES (MAIN CAMPUS – NAIROBI):** These programmes allow certificate holders to upgrade to diploma level qualifications.

(For applicants with relevant certificates)

Programme	Minimum Entry Requirement
Upgrading Diploma in Broadcast Journalism	KCSE Mean Grade **C- (Minus)**, KIMC Certificate (or equivalent) and 3 months Industrial Attachment
Upgrading Diploma in Television Programmes Production	
Upgrading Diploma in Film/Video Programmes Production (Directing)	
Upgrading Diploma in Media Technology	

E. COURSES OFFERED AT ELDORET CAMPUS

Programme	Minimum Entry Requirement
Upgrading Diploma in Film Production (Eldoret Campus)	KCSE Mean Grade **D+ (Plus)** and KIMC Certificate in Film Production (Module Based) with 6 months Industrial Attachment
Certificate in Film Production (Module Based) – Eldoret Campus	KCSE Mean Grade **D+ (Plus**) and **D+ (Plus)** in English or Kiswahili

Deadline: Friday, 10ᵗʰ April 2026. Please note that the successful candidates will be uploaded to the Institute website.

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:

i. Application for Regular Courses: All regular courses are applied the Kenya Universities and Colleges Central Placement Service (KUCCPS). Interested applicants should visit the KUCCPS website at www.kuccps.ac.ke to apply.
ii. For more information, please email us at admissions@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 Area).
iii. Applications should clearly indicate the programme and campus of choice.
iv. For application details and deadlines, visit: www.kimc.ac.ke