



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, Diploma, and Certificate programmes under the Self-Sponsored Programmes (SSP).

COURSES OFFERED

- A. Postgraduate Diploma Programmes (MAIN CAMPUS – NAIROBI): These programmes are designed for graduates wishing to pursue media training in the following specialties:

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 through professional training, equipping them with practical skills for diverse careers across dynamic media 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 level qualifications

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.ecitizen.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. Download receipt to present proof of payment
- i. **Step Nine:** Once the application is processed, you will receive an email and SMS through the [email address](#) and [telephone number](#) indicated in your Course Application Form to download your Admission Letter.

Kindly note;

- **Applications for Regular Courses:** All regular courses are applied through the Kenya Universities and Colleges Central Placement Service (KUCCPS) portal. Interested applicants should visit the KUCCPS website at www.kuccps.ac.ke to apply.
- For more information, please email us at admissions@kimc.ac.ke or contact us on 0708262895/ 0206997000, or visit us at our Nairobi Campus (Uholo Rd South B) or Eldoret Campus (Homecraft Centre at Pioneer Area).
- Applications should clearly indicate the programme and campus of choice.
- For application details and deadlines, visit our website: [www.kimc.ac.ke/upcoming events](http://www.kimc.ac.ke/upcoming%20events) and click to view programmes.