

MSK ELECTIONS

2023

MANIFESTO



1. Creation of MSK branches and Chapters.
2. Regulate marketing profession in Kenya.
3. Members to benefit from societies
Activities.
4. Introduce practicing licenses.
5. Remedial measures to address marketing
students' shortage in universities.

MOVING MSK FORWARD

PROFILE DR. FARAJI ANDUKU YATUNDU, PHD



Faraji Anduku Yatundu has been a visiting lecturer for the last Eight years at Kibabii, Masinde Muliro University of Science and Technology and University of Eldoret, Kenya in the school of Business and Economics. Faraji is a Ph.D. holder in Business Administration with a specialization in Marketing from Kisii University,

a Master's Degree in Business Administration (MBA) Marketing option and a Bachelor of Business Management (BBM) Marketing *option all*

from Masinde Muliro University, Kenya. Faraji has a professional Diploma in Business Administration from Mombasa polytechnic the current Technical university of Mombasa,

another Diploma in Technical Education Business Administration option from Kenya Technical Teachers College (KTTC). He has a certificate of Proficiency from College of insurance. Faraji has vast experience spanning over 16 years in sales management having worked for CIC Insurance as a Regional manager, Britam, ICEA LION GROUP and MADISON INSURANCE as Branch manager. Faraji has Business affiliation with BIMA intermediary's association of Kenya and a full member of Marketing society of Kenya (MSK) for over Five years. He has grown academically, teaching Business courses with a major in marketing and research. Faraji has participated in Seminars, workshops and International conferences and presented academic papers, has published papers in refereed journals, including the International Journal of Current Advanced Research, International Journal of Advances in Management and Economics, International Journal of Business Management and Invention and International Journal of Current Innovation Research. Faraji has interest in business consultancy and real estate with a bias on business formation, growth and management. Faraji Anduku's hobby is traveling and watching football.

MANIFESTO

1. Agitate for regional creation of MSK branches and chapters i.e. Western, Central, Rift valley, Mt. Kenya, Eastern and Northern Kenya with physical branch offices to support the growth of the society's in terms of membership recruitment
2. Develop and regulate the Marketing Profession in Kenya through supporting members in an all-round approach towards global recognition as competent professionals
3. Need to ensure members are reaping maximum value out of the society's activities, which in turn will increase membership and retention levels.
4. Members who meet certain criteria to be granted practicing certificates and other honors like Fellow of marketing.
5. Enhance programs with higher learning institutions to address the dwindling numbers of students taking marketing as a specialization course.