

Victoria University

Marketing and recruitment strategy

Presented to: UVCF/AR Workshop

Date: 17th -18th July 2025
Hotel Horizon Entebbe



Prof. Arthur Ahimbisibwe



Academic Credentials

PhD in Procurement and Supply Chain Management from Victoria University of Wellington–New Zealand

MSc in Procurement and Supply Chain Management (with distinction)

First-class degree in Procurement from Makerere University–Uganda



Professional Qualifications

Certified Member of Chartered Institute of Purchasing and Supply–MCIPS (UK)

Fellow of Chartered Institute of Logistics and Transport–FCILT (UK)

Certified Member of Project Management Institute–PMI (UK)



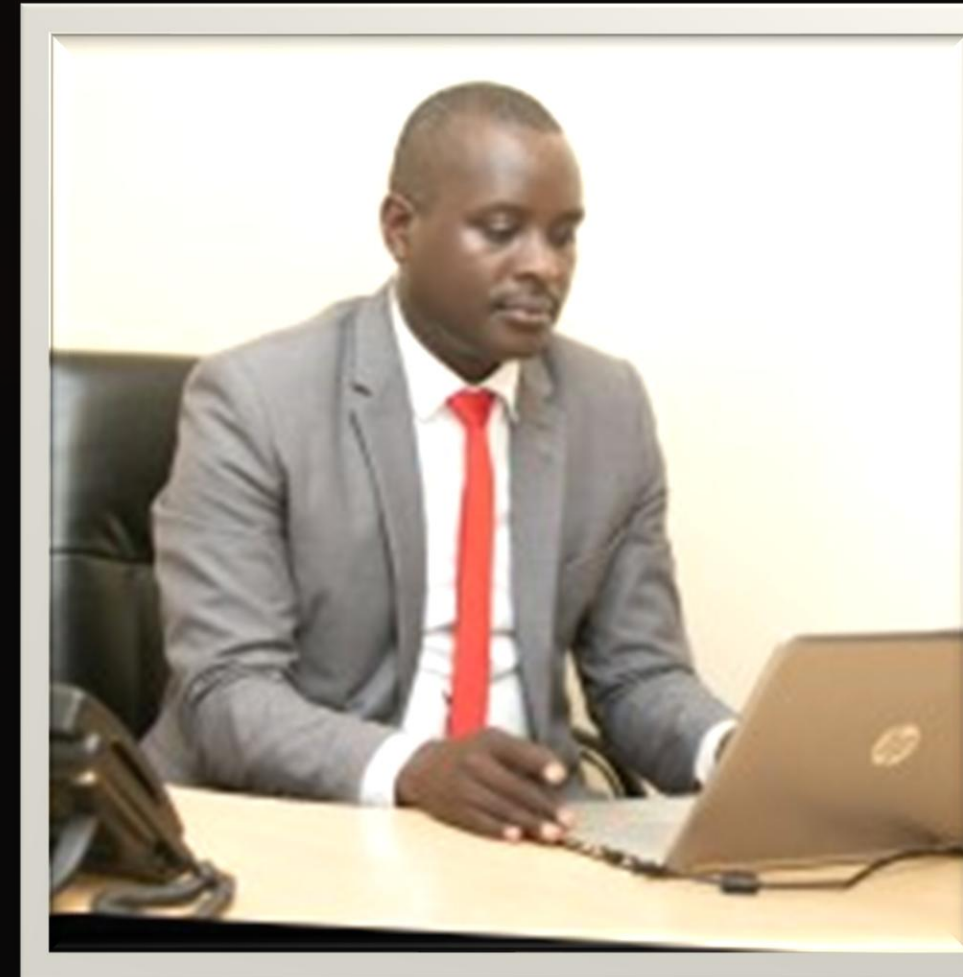
Prof. Ahimbisibwe's Experience

Academic Leadership

- 17+ years of university experience
- 8 years in senior management positions
- Served as Head of Department, Dean, Deputy Vice Chancellor, and Vice Chancellor

Research & Mentorship Mentorship

- Published 80+ research papers in top journals
- Multiple "best paper" awards
- Supervised 450+ postgraduate students
- Conducted numerous training workshops and consultancies





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Outline of the presentation



1. Introduction
2. Context and the growth of VU
3. Marketing strategy
 - goals
 - Target audience
 - Channels used
 - Brand positioning
4. Limitations

1. Introduction



Victoria Towers, Plot 1-13 Jinja Road and Market Plaza (Branch)

Victoria university Kampala chartered August 2022

Required structures univ council, senate, top management etc.

Current student population 11,000 Active students

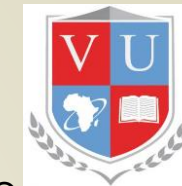
108 Academic programmes –masters, PGDs, bachelor, diploma programs, certificates, PhDs (starting in November)

4 Faculties-FBM; FHS; FHSS; FST, the School of Law, Institute of Education & LLL. 29 UBTEB programmes which are skill-giving programmes, SPS (Doctoral College)

Full-Time Teaching Staff: 106, Full-Time Non-Teaching Staff: 97

3 IN-TAKES per year

2. Context and the growth of VU



In 2019, the university had only 192 active students enrolled across its 15 accredited academic programs



July 2025, and the university now accommodates an impressive total of 11,000 active students.



Exponential growth reflects the university's increasing popularity with deliberate strategy



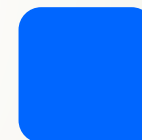
significant growth in its portfolio of accredited academic programs to 108



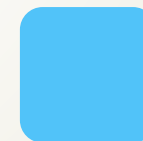
Expected to grow to reach **22,600 by 2030**
Increase by over 250%



Total Revenue from traditional fees and diversified revenue sources by 2030 will be **UGX 448,640,956,819**



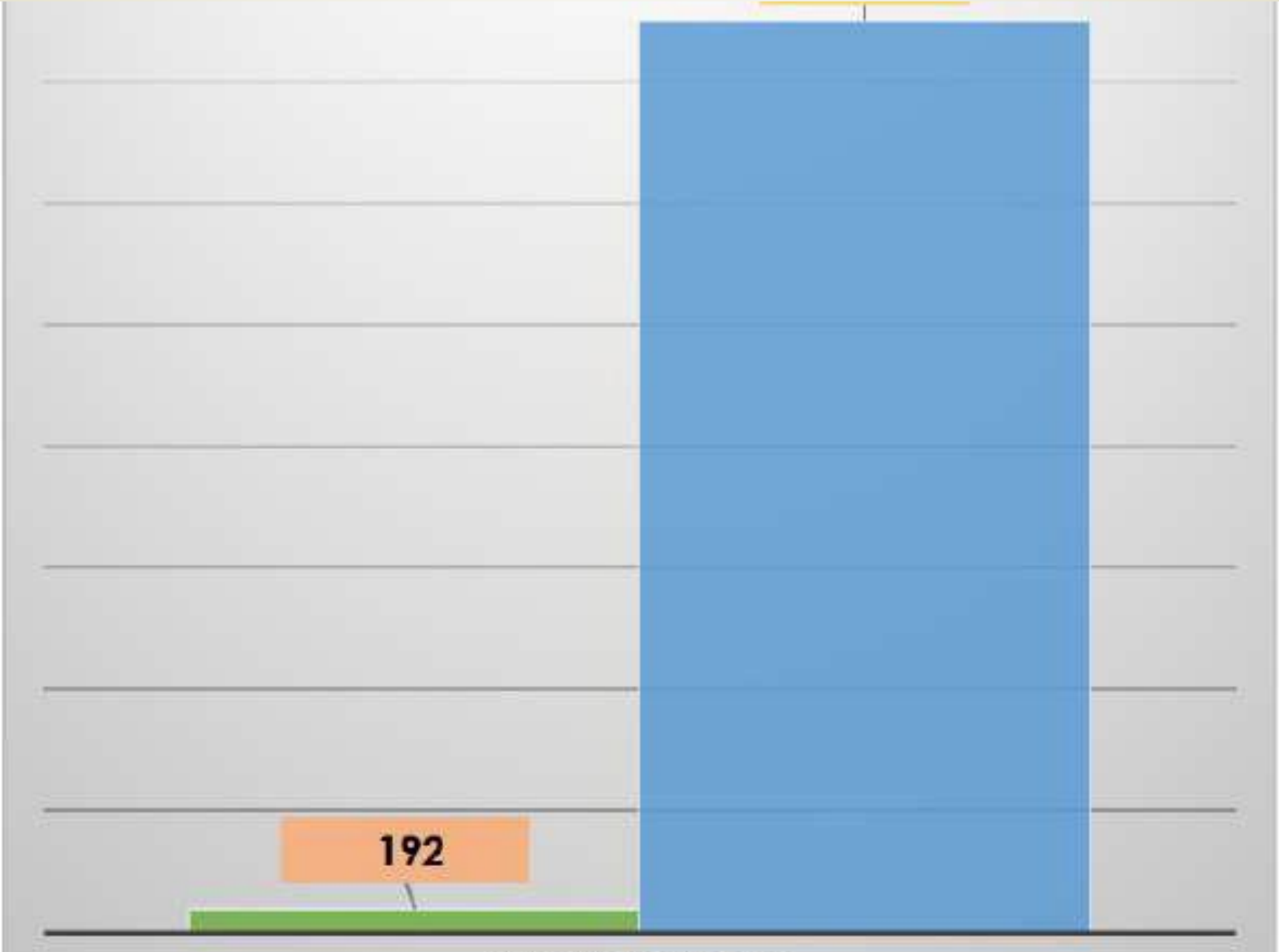
Total expenditure will be **UGX 288, 323, 284, 000**



Total Surplus will be **UGX 160, 317, 672,819**



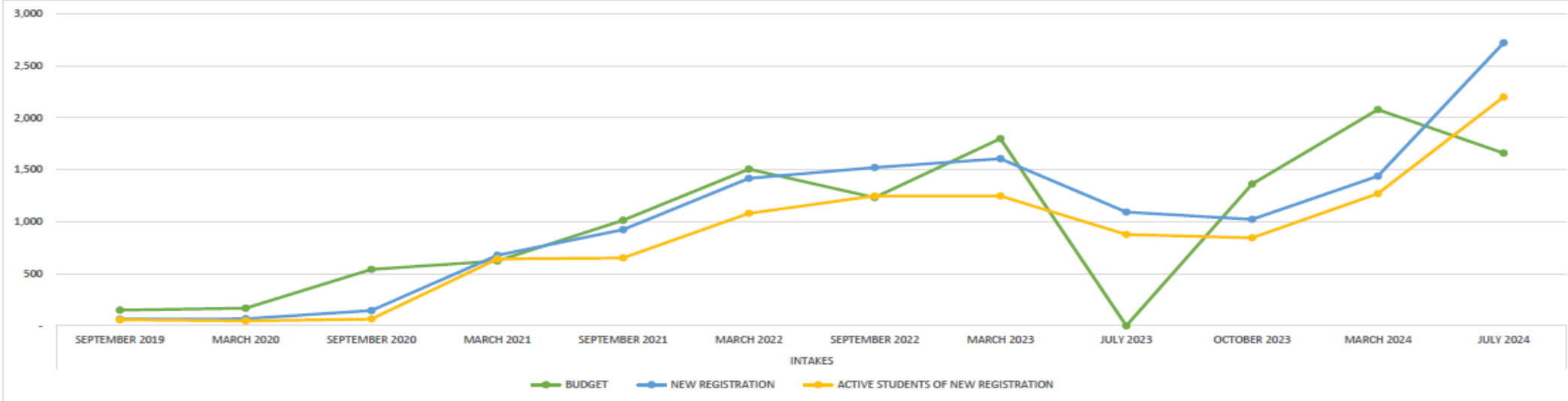
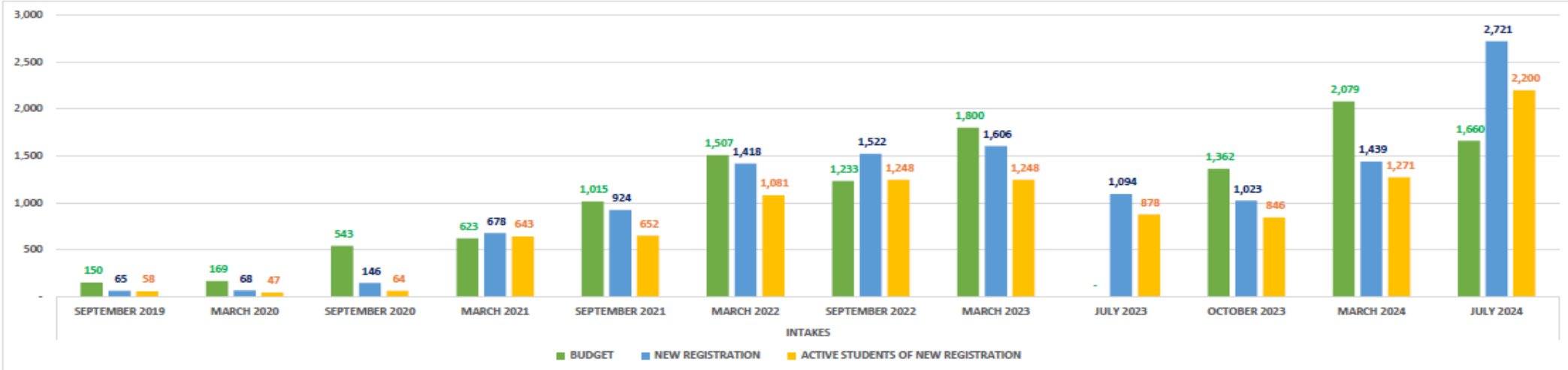
2019 VS 2025



Previous Enrollments



| PARTICULAR | INTAKES | | | | | | | | | | | |
|-------------------------------------|----------------|------------|----------------|------------|----------------|------------|----------------|------------|-----------|--------------|------------|-----------|
| | SEPTEMBER 2019 | MARCH 2020 | SEPTEMBER 2020 | MARCH 2021 | SEPTEMBER 2021 | MARCH 2022 | SEPTEMBER 2022 | MARCH 2023 | JULY 2023 | OCTOBER 2023 | MARCH 2024 | JULY 2024 |
| BUDGET | 150 | 169 | 543 | 623 | 1,015 | 1,507 | 1,233 | 1,800 | - | 1,362 | 2,079 | 1,660 |
| NEW REGISTRATION | 65 | 68 | 146 | 678 | 924 | 1,418 | 1,522 | 1,606 | 1,094 | 1,023 | 1,439 | 2,721 |
| ACTIVE STUDENTS OF NEW REGISTRATION | 58 | 47 | 64 | 643 | 652 | 1,081 | 1,248 | 1,248 | 878 | 846 | 1,271 | 2,200 |



Enrollment Projections



3. Marketing strategy (Goals)

1. Increase Enrollment

2. Enhance Brand Awareness (distinct identity)

3. Improve Student Diversity

4. Promote Unique Learning Model

5. Strengthen Partnerships and Collaborations

6. Expand Digital Outreach



Target Audience

- 1) High School Graduates (A-Level Leavers)
- 2) Working Professionals
- 3) Entrepreneurs and Aspiring Business Leaders
- 4) International Students
- 5) Individuals Seeking experiential Education
- 6) Specific professionals from the Health Sector



Channels Used



1. Radio and TV Ads
2. Digital Marketing and Social Media: Facebook, Instagram, Twitter, LinkedIn, YouTube, stories
3. Use of AI (Chatbots): offering quick and easy access to application forms and detailed information about programmes.
4. Influencer and Alumni Engagement
5. Partnerships with Schools
6. Scholarships and Financial Aid Programmes
7. Word-of-Mouth and Referrals
8. Training marketing staff
9. Expanded Marketing Team
- 10 High-Profile Sponsorships and Events Management
'The battle'

Brand Positioning: How VU Differentiates Itself



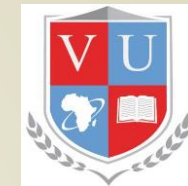
- Modula/trimester system,
- Blended teaching
- open book exams
- No missing classes
- Exam coursework's ratio
- 75% class attendance

- qualifications of lectures
- quality teaching/exams
- quality marking/online

- Robust LMS-tracking marks
- student feedback course works before exams
- HITECH/smart boards
- experiential learning/work integrated



Brand Positioning: How VU Differentiates Itself



- High tech with prog structures AI, ICT, Com skills
- student progression/retakes
- Senate/faculty boards meeting every month
- Partnerships
- Graduation involve practitioners
- fees structure/instalments
- Student meetings
- Library
- State of the Art science labs/DNA
- Cafeteria run by students



4. Constraints

- 1) Professional bodies taking the mandate of NCHE
- 2) Moonlighting
- 3) Budgets
- 4) Facilities
- 5) Student drop out
- 6) English language
- 7) Competitive market
- 8) Etc 0702863442





**VICTORIA
UNIVERSITY**
Kampala · Uganda

8TH GRADUATION CEREMONY, 2024



**Thank You
So Much**