

## **Creative Rationale**

Our idea is driven by a belief that a brand without purpose is one that will never be understood or embraced by people. A brand with purpose can be a true agent of change and transform the way people think, feel or act. A brand with a true Human kind purpose can change the world. KU is changing the world, a student at a time.

**We cannot claim to  
have built the Great  
wall of China.**

But we can help you speak the entire language of its makers within a short time. The Confucius Institute is a dynamic center of excellence in the provision of quality teaching and research in Chinese studies. It's one of the unique qualifications that help our graduates collaborate, contribute and provide leadership in the global community.


*Fuata Dream.  
Start here!*



**KENYATTA  
UNIVERSITY**

**SCHOOL OF THE CONFUCIUS  
INSTITUTE OF CHINESE STUDIES**

Learn more here >> [www.ku.ac.ke](http://www.ku.ac.ke)



**We can't claim to  
have come up with  
the latest medical  
solution yet.**

**We are training doctors that  
will if they chose to.**

The mission of the School is to produce highly trained, competent and adaptable health care providers with acumen in health care provision in all settings. By the time you are graduating, you'll be able to collaborate, contribute and provide leadership in the global community. Just the stuff the serious employers look for.

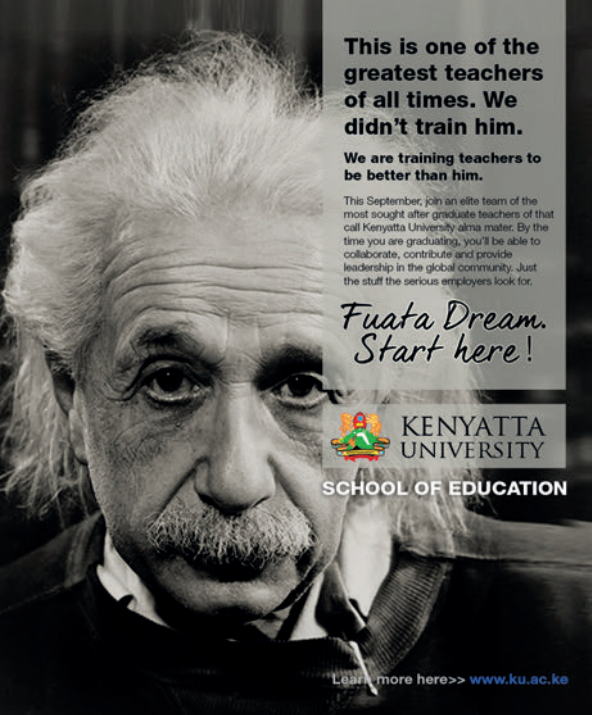
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**KENYATTA  
UNIVERSITY**

**SCHOOL OF MEDICINE**

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**This is one of the  
greatest teachers  
of all times. We  
didn't train him.**

**We are training teachers to  
be better than him.**

This September, join an elite team of the most sought after graduate teachers of that call Kenyatta University alma mater. By the time you are graduating, you'll be able to collaborate, contribute and provide leadership in the global community. Just the stuff the serious employers look for.

*Fuata Dream.  
Start here!*



**KENYATTA  
UNIVERSITY**

**SCHOOL OF EDUCATION**

Learn more here >> [www.ku.ac.ke](http://www.ku.ac.ke)

**YOUR BEST CAREER MOVE STARTS AT  
THIS GATE FROM SEPTEMBER 2014.**



**ELIMU NI NGUVU**

**KENYATTA UNIVERSITY**

**BE GREAT. START HERE**