The purpose of this study was to investigate how the Tertiary Technical Training Institutes market their courses. The study focused on TTTI's located in Meru Central District. These institutions have not been embraced by all stakeholders particularly the students, parents and employers. They are also faced with a number of problems like low enrollment, poor public image and their graduates rarely find employment.

This study was of profound significance to the government, students, parents, guardians, TTTIs management, researchers and scholars. The government will be able to develop a curriculum for the TTTIs that will meet the needs of the market. The students will get the right information about the courses offered by TTTIs and therefore make informed choices. The research proposes to collect data using questionnaires. They will comprise of closed ended and open-ended questions.

The study found that most the TTTIs offered computer based courses, accounting, secretarial studies and technical courses. It was also established that TTTIs offer the following services: medical and transport, accommodation and student attachments. The study also revealed that the commonly advertising media used by TTTIs include brochures and bulletins, posters, billboards, newspapers and radio.

It was concluded that TTTIs in Meru central offer some of the vital courses like purchasing and supplies, clearing and forwarding, and business administration the study recommended that TTTIs should offer part time part time courses in order to increase the demand. They should use combined pricing strategies in order to attract more customers to fill them with competitive advantage. Among suggested areas for further research include challenges the TTTIs are facing in marketing their courses and the factors that TTTIs should consider in determining the courses to offer and the quality of the courses that they offer.