

OUTREACH AND MARKETING

Marketing and outreach Section is a unit at University of Dar es Salaam, responsible for promoting University's programmes, products and services that connect the university and the public, nationwide and globally.

Our Motto is to serve people with passion and intellect by giving back and working closely with individuals and organizations that work in uplifting the socio-economic well-being of the people.

We emphasize university-community partnerships that are collaborative, participatory, empowering, systemic, and transformative by generating, transmitting, applying, and preserving knowledge for the direct benefit of external audiences.



Focus areas of Marketing and Outreach Section

Outreach activities

Research & Information

It Serves the interests of communities by bringing UDSM expertise in solving societal problem in the communities, the section works with other University units to empower positive change through mutually beneficial partnerships.



Education and trainings

University of Dar es Salaam serve as the hub of innovation, scholarships and exploration. We

provide high-quality education to prospective students, their families, secondary schools and technical colleges, and others through strategic communication and services.



Corporate Social Responsibility

We collaborate with local and international organization to assists underprivileged individuals or groups to access services or projects beyond their financial reach. These services include legal aid, gender protection or preferential treatment and environmental management. We also create programmes that solve different issues for children, women, youth and elders in our communities.



Marketing Activities

Brand management

The Office is also responsible for marketing the University's corporate image to both the internal and external publics. We manage the University brand through;

-)] Production of banners(pull-up and other), publishing of brochures, posters, leaflets and other promotional materials for information drives
-)] Media and Online promotion of upcoming university events
-)] Appropriate use of the University logo both online and on branded promotional material



Online Services

This section provides content management support for the university domain udsm.ac.tz and social media network accounts.

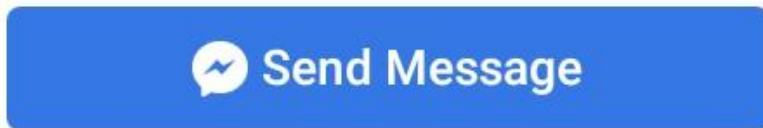
Roles with regard to online services include:

-) Ensuring that content production guidelines are adhered to
 -) Maintaining a consistent, corporate, unique online identity with use of University colors, logo placements
 -) Posting and Uploading new pictures on social networks accounts
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UDSM Alumni

College & University



4.3 4.3 out of 5 · Recommended by 2 people

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About

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Exhibition

We promote the University in national and international trade fairs and exhibitions to showcase various products, and disseminate findings and information linked to research activities, teaching and consultancy activities.



- RESEARCH WEEK
- DAR ES SALAAM INTERNATIONAL TRADE FAIR
- HIGHER EDUCATION, SCIENCE AND TECHNOLOGY EXHIBITIONS
- FARMER'S DAY
- TANZANIA INDUSTRIES EXHIBITION

Let's join hands to uplift the University and our communities.

The University of Dar es Salaam is a catalyst for change and a beacon of volunteerism culture and good will. We engage with communities in providing needs and services to disadvantaged communities in Tanzania.

We Serve the interests of communities by bringing together community expertise and interests with the best of UDSM research, we work with other University units to empower positive change through mutually beneficial partnerships.

Lets join hands, Together we can build a better tomorrow for our communities.



[Contact US](#) and we will reach out to you.