

DIPLOMA IN  
DIGITAL MARKETING  
& BRAND MANAGEMENT



AN ISO 9001:2015 CERTIFIED INSTITUTE

Connecting Education to Employment

# BE A PROFESSIONAL IN DIGITAL MARKETING & BRAND MANAGEMENT

Get Paid More Than Your Peers

## WHY THE DIGITAL MARKETING CAN BE A BRIGHT FUTURE CAREER?

While surfing the internet, you come across various things like some cool and funny memes, sometimes useful sometimes irritating ads, some viral videos, some amazingly written blogs, mobile apps etc. Do you ever wish of creating any of these? If your answer was in affirmative then congrats you have made your career choice and that is **Digital Marketing**. You don't require a special degree to get into Digital Marketing but a certification in Digital Marketing will help you to stand out in the crowd and the struggle to **find your dream job** will become very easy as you will have a higher hand over others.



## CAREER OPPORTUNITIES FOR DIGITAL MARKETING PROFESSIONALS



- ❖ Web Designer and Administrator
- ❖ Graphic & Advertising Designer
- ❖ Copy Writer & Content Developer
- ❖ Search Engine Optimizer
- ❖ Inbound Marketing Executive
- ❖ Content Writer
- ❖ Search Engine Marketer
- ❖ PPC, Search Manager
- ❖ Social Media Executive
- ❖ Digital Marketing Manager
- ❖ Website Administrator
- ❖ E-commerce Executive

# DIPLOMA IN DIGITAL MARKETING & BRAND MANAGEMENT

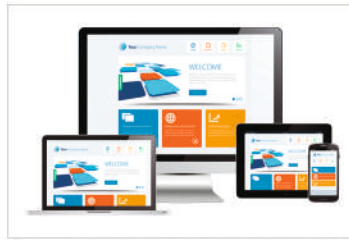
This six month diploma programme provides you with the essential knowledge and skills you need to plan, implement and monitor effective brand management, digital marketing campaigns and contribute to operational marketing plans.

## 100% JOB PLACEMENT GUARANTEE

at starting package of 2 - 4 lacs per annum after training from Camford Institute



Advertising & Brand Management



Web Design and Development



Introduction to E-commerce



Digital Marketing Strategies



Content Development Strategies



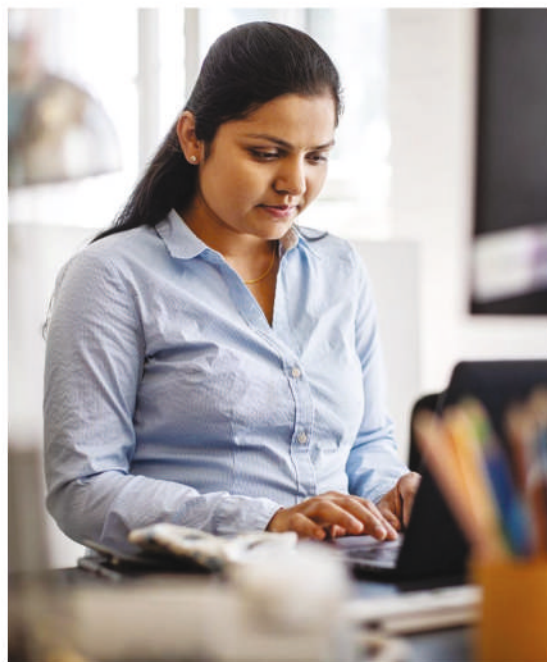
Search Engine Optimization

You'll learn what digital marketing is about, including understanding the buzz words and main trends. It also looks at digital metrics, regulation and codes of practice. The modules offered will equip you with **'state-of-the-art' know-how of internet marketing, with hands-on industry based exercises and assignments throughout the course.** Elements of business and enterprise applications give the participants additional values.

## FEE INVESTMENT

Fee Type	I Payment Payable on Commencement	II Payment Payable between Next 1.5 Month / 45 Days	II Payment Payable between Next 1.5 Month / 45 Days	II Payment Payable between Next 1.5 Month / 45 Days
Registration Fee	10,000			
Tuition Fee - 60,000	15,000	15,000	15,000	15,000
Books & Study Materials	2,000			
C-DAC & KCE Reg & Exam		5,000	3,000	
80,000 + GST 18% = 14,400/-	4,860	3,600	3,240	2,700
<b>Total Amount - 94,400/-</b>	<b>31,860</b>	<b>23,600</b>	<b>21,240</b>	<b>17,700</b>

1. 18% GST will be applicable 2. Fee once paid will not be refunded 3. Students will be liable to pay total amount after 3 month if he/she discontinues



# Camford

INSTITUTE OF MANAGEMENT

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