

MBA

MARKETING AND LUXURY BRAND MANAGEMENT



Camford
INSTITUTE OF MANAGEMENT

AN ISO 9001:2015 CERTIFIED INSTITUTION



CONNECTING EDUCATION TO EMPLOYMENT

VISION

Our vision is to provide job ready skill acquisition training programs for personal and professional development of career aspirants with a whole new dimension that has direct connection with industry and employability.

MISSION

To deliver practical, affordable education, competency-based training, and being responsive to the needs of industry, via harnessing and integrating technology, people and systems.

To educate and develop our students to add value to the industry in which they work and maximise their potential to succeed in life.

WHY CAMFORD INSTITUTE?

Job Ready Program: In order to get you 'Job Ready' we will teach you the most important professional skills that are in-demand in the market today.

Classes are small; hands on: Small classes of 25 students or fewer mean that you receive individual attention from our highly qualified instructors.

Practical Experience: Training programs are practical – and not academic. Each program provides instruction and real-world practice.

Global Employability: Programs designed & structured for global employability needs

OUR ACCREDITATION & AFFILIATION

Camford Institute of Management has affiliated our training programmes with recognised educational bodies under the Government of India and the state Government of Kerala, in addition to be accredited with International Educational and Total Quality Management Accreditation Organisations.

This certification provided with highly acclaimed international affiliations puts you in a top notch position than any other regular training programme, to help secure placements in India and worldwide in the best of companies.





MARKETING & LUXURY BRAND MANAGEMENT

Competence. Confidence. Credibility.

REASONS TO CHOOSE MASTER OF BUSINESS ADMINISTRATION AT CAMFORD INSTITUTE OF MANAGEMENT



Excellence in Education:

Helping students achieve new heights and empower their future



A Modern Training Offer:

Provides the best mix of practice and theory to ensure students success



Leadership Skills:

Help students to understand and develop their leadership potential



Career Development:

Transforming education to unlock lifelong opportunity

QUALITY EDUCATION FOR OVER 20 YEARS

Explore your passions, follow your dreams, take your skills to the next level and prepare yourself for a career you'll love, right here at Camford Institute of Management. Our fantastic pass rates and exam results, high quality teaching, range of courses, clear progression routes and state-of-the-art facilities will enable you to develop your skills and create a brighter future.



WHAT JOBS CAN YOU GET IN LUXURY BRAND MANAGEMENT?

Marketing and Luxury Brand Management is a rapidly growing career field, coming up with thousands of jobs every year. That's why it is one of the best options chosen by students to make their career. The online industry is expanding at a rapid pace not only in India, but also worldwide.

- ❖ Luxury Sales Head
- ❖ Operations Manager in Luxury Brand
- ❖ Luxury Goods Product Manager
- ❖ Luxury Retail Buyer
- ❖ Merchandising Manager
- ❖ Visual Merchandiser
- ❖ Public Relations Specialist
- ❖ Luxury Marketing Manager
- ❖ Digital Marketing Head
- ❖ E-Commerce Manager
- ❖ Brand Management Executive
- ❖ Luxury Retail Manager
- ❖ Marketing Specialist / Manager



The fastest growing sector in India and worldwide, because of which there is a high demand of marketing skills in this sector.



There is no limit to where your dreams and ambitions can take you in the exciting and fascinating world of digital marketing and e-commerce management



MASTER OF BUSINESS ADMINISTRATION MARKETING AND LUXURY BRAND MANAGEMENT

A unique MBA programme, providing an outstanding platform for career development in the global luxury sector

The MBA Marketing and Luxury Brand Management at the Camford Institute of Management builds on our expertise in the luxury industry. We developed this innovative programme to meet the growing demand for experienced managers who really understand luxury brand management in a global context.



Global Luxury Brand Strategy



Design Thinking and Brand Strategy



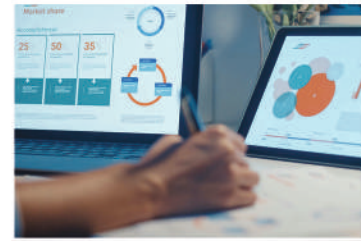
Quantitative Research Approaches



Principles of Marketing



Luxury Marketing and Marketing Trends



Marketing Research and Analytics

The MBA Luxury Brand Management produces graduates who are successful leaders and responsible global citizens, with the relevant, practical skillsets that employers value. The programme will help you build on your managerial experience with a luxury specialisation so you can advance in your career.

FEE INVESTMENT

Fee Type	I Payment Payable on Commencement	II Payment Payable Before II Semester	III Payment Payable Before III Semester	IV Payment Payable Before IV Semester
Registration Fee	10,000			
Course Fee - 2,40,000	60,000	60,000	60,000	60,000
Books & Study Materials	5,000	5,000	5,000	5,000
Internship and Projects	10,000		10,000	
Industrial Visit		5,000		5,000
Total Amount - 3,00,000/-	85,000	70,000	75,000	70,000

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



ADDITIONAL PROFESSIONAL DEVELOPMENT TRAINING PROGRAMMES

FUNCTIONAL SKILLS

Functional skills are competencies that are transferable to many different work settings.



TECHNOLOGY SKILLS

Technical skills are the abilities and knowledge needed to perform specific tasks.

LEADERSHIP SKILLS

Leadership is about inspiring people to do things they never thought they could



INTERPERSONAL SKILLS

Interpersonal skills are important for communicating and working with groups and individuals in personal and professional life.

PRODUCTIVITY SKILLS

Productivity is the state of being able to create, particularly at a high quality and quick speed.



STUDENT'S JOB PLACEMENT PROCESS



Our career support services include:

- ❖ We have JOB Alerts system where we send out all the information about vacancies
- ❖ Every student is a part of JOB Alerts distribution list
- ❖ We get referral job information from the industry
- ❖ We have tie ups with leading consultancies and companies who recruit fresher and laterals
- ❖ We have placed our students in UAE, Qatar, Oman, Delhi, Mumbai, Bangalore, Chennai etc.



**Get a Job,
Keep a Job**

INTERNSHIP

The internship program becomes an integral part of the course curriculum which helps students to go outside the academic level to enable themselves with the various industrial practices, which will in turn groom them as a better administrative professional which is in high demand for the industry.



A PAID INTERNSHIP PROVIDES AN EXCITING OPPORTUNITY

Once the student has successfully learnt the practical skills the assignment then he/she is given the opportunity to access the performance based 9 month **paid internship program** where the **student earns Rs. 6,000 to Rs. 12,000.**

Every student works on Digital Marketing or E-Commerce product campaign management and the student's primary task is to generate traffic leads and sales of an e-commerce product which can either be a physical good or digital goods.



GETTING READY FOR THE FUTURE

At CIM, we pride ourselves as being at the forefront of educational innovation and we have implemented a range of initiatives to prepare our students for the future.



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DISCLAIMER

The institute reserves the right to alter information including requirements and fees and to cancel at any time a program, course, or program major or option; to change the location and/or term in which a program or course is offered; to change the program curriculum as necessary to meet current competencies in the job market or for budgetary reasons; or to withdraw an offer of admission both prior to and after its acceptance by an applicant or student because of insufficient applications or registrations, over-acceptance of offers of admission, budgetary constraints, or for other such reasons. In the event the institute exercises such a right, the institute's sole liability will be the return of monies paid by the applicant or student to the institute. Also, we do not claim or guarantee our students that by joining our training programmes you will find a job, position or new industry.