



PG DIPLOMA IN ADVERTISING AND BRAND MANAGEMENT

YOUR FUTURE AS A "BRANDING EXPERT" STARTS HERE



Camford
INSTITUTE OF MANAGEMENT
AN ISO 9001: 2015 INSTITUTION



INVEST IN A GAME-CHANGING CAREER

MOVE BEYOND SUCCESS

The PG Diploma in Advertising and Brand Management Programme in Branding and Advertising will equip participants with a strong foundation in the branding practices of the 21st century. You will learn strategic thinking for brands, and how to create powerful communication that sets your brand apart. This advertising course will also provide a hands-on understanding of planning and executing effective advertising campaigns, which is the key to attracting and retaining customers.

WHY CAMFORD INSTITUTE OF MANAGEMENT

Earn a stipend while you learn to pay for expenses

Progress your career

Achieve a training that is relevant to your industry or chosen profession

Excellent career progression opportunities

Increase your earning potential.

Get practical experience

Develop your capabilities at work as you study

Put what you learn into practice right away.

Mentoring and support

Get expert guidance from a workplace mentor

Access institute support services including counselling and academic guidance.

Benefits of being a student

Be part of the student community at your institute

Experience the benefits of a institute learning environment.

BUILD YOUR BRIGHT FUTURE

Getting 100% practical & hands-on training and live projects with monthly stipend is a great way to take the next step in your career - wherever you are in your journey. Get a boost at the beginning of your career.



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.





ADVERTISING AND BRAND MANAGEMENT - THE MOST EXCITING CAREER

Advertising and 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. This industry is also growing every year, has number of job openings.

- ❖ Graphic Designer / Web Designer
- ❖ Digital Marketing Specialist
- ❖ Digital Marketing Analyst
- ❖ Digital Marketing Strategist
- ❖ Content Writer / Copy Writer
- ❖ Content Strategist / SEO Specialist
- ❖ Email Marketing Specialist
- ❖ Ecommerce Business Analysts
- ❖ Marketing Development Executive
- ❖ Customer Service Representative
- ❖ Brand Management Executive
- ❖ PPC Expert / PPC Manager
- ❖ Advertising 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 advertising and brand management





PG DIPLOMA IN
ADVERTISING AND BRAND MANAGEMENT

Duration: 6 Month
JAINx - Jain Deemed To Be University, Bangalore

DIPLOMA IN
DIGITAL MARKETING

Duration: 3 Month
C-DAC Gist PACE, Govt. of India - Pune

DIPLOMA IN
BUSINESS COMMUNICATION

Duration: 1 Month
Kangaroo Centre for Excellence, Australia

Eligibility: B.Sc / B.Com / BBA / BA / B.Tech / B.Voc

**FEE INVESTMENT FOR
POST GRADUATE DIPLOMA IN ADVERTISING AND BRAND MANAGEMENT**

Fee Type	I Payment Payable on Commencement	II Payment Payable between Next 3 Month / 90 Days	III Payment Payable between Next 3 Month / 90 Days	IV Payment Payable between Next 3 Month / 90 Days
Registration Fee	10,000			
Tuition Fee - 80,000	20,000	20,000	20,000	20,000
Books & Study Materials	5,000	5,000	5,000	
DDM, DBC Reg & Exam		5,000		5,000
Course Fee 1,15,000 + GST 18%	6,300	5,400	4,500	4,500
Total Amount - 1,35,700/-	41,300	35,400	29,500	29,500

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



PG DIPLOMA IN ADVERTISING AND BRAND MANAGEMENT

GAINING EXPERIENCE TO ADVANCE YOUR CAREER IN



Advertising Design

The program aims to upskilling the students in Adobe Creative Suite and Coreldraw



Web Development

You will learn in this course include HTML, CSS, Php, Iquery Dreamweaver etc



Digital Marketing

Know the fundamentals, and gain hands-on experience, in the latest Digital Marketing skills



Brand Management

Takes you through key terminology such as brand identity, brand personality, brand positioning, and brand equity.

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 3 month **paid internship program** where the **student earns Rs. 10,000 to Rs. 15,000.**

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.



JUMPSTART YOUR SUCCESS WITH AN ASSURED PLACEMENT

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**



PLACEMENT PROCESS





DISCOVERING AND CREATING NEW POSSIBILITIES

Live Project-based Learning

Modern teaching-learning facilities

Panel of expert teaching fraternity with vast field experience

Tie-up with top industries for internships and 100% placement



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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.