



**B.COM INTEGRATED
E-COMMERCE &
DIGITAL MARKETING**



Camford
INSTITUTE OF MANAGEMENT
AN ISO 9001:2015 CERTIFIED INSTITUTE



Career Opportunity India and Abroad



The **Camford Institute of Management** is a leading private educational institution in Kerala, provides a robust, distinctive educational experience for its students.

Our diverse range of courses caters to all levels of workforce. As an accredited **FIVE STAR RATING NSDC Govt. of India** training centre of the **Ministry of Skill Development and Entrepreneurship, Govt. of India**, approved training organisation of the **Pradhan Mantri Koushal Vikas Yojana - Govt. of India** in 2019, and we conduct a wide range of management courses and skill diploma programs under **JAINx - JAIN Deemed-to-be University, Bangalore**. We are also an **C-DAC Govt. of India** authorised training centre since 2013, conducting advanced IT training programmes.

Our distinguished faculty provide rigorous instruction as well as research, performance, and internship opportunities in leading companies for every students.



Camford

INSTITUTE OF MANAGEMENT

WHY CHOOSE CAMFORD INSTITUTE OF MANAGEMENT?

Our programmes and courses are developed and revised in response to ongoing input from the industry.



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



Campus to Corporate:
Transforming education to unlock lifelong opportunity

Approval - Affiliation - Accreditation - Partnership

NSDC 5 STAR RATING PMKVY TRAINING CENTRE IN 2019





B.COM E-COMMERCE & DIGITAL MARKETING THE MOST EXCITING CAREER

E-Commerce 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.

Digital marketing industry is also growing every year, has number of job openings.

- ❖ Digital Marketing / Social Media Fresher
- ❖ Digital Marketing Specialist
- ❖ Digital Marketing Analyst
- ❖ Digital Marketing Strategist
- ❖ Digital Marketing Manager
- ❖ Content Strategist / SEO Specialist
- ❖ Email Marketing Specialist
- ❖ Ecommerce Business Analysts
- ❖ Ecommerce Project Manager
- ❖ Customer Service Representative
- ❖ Ecommerce order clerks
- ❖ PPC Expert / PPC 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





B.COM INTEGRATED **E-COMMERCE AND DIGITAL MARKETING**

ELIGIBILITY: A Recognised +2 / HSS or Equivalent

One of the primary benefits of finishing an Integrated Program in B.Com is the opportunity for ongoing professional development. The program provides graduates with a solid foundation and advanced abilities, allowing them to take on leadership responsibilities early in their professions. Furthermore, the information gained during the program prepares students for the ever-changing business scene, allowing them to efficiently adapt and innovate.

B.COM ADD-ON TRAINING PROGRAMS



Advanced Excel Training



Tally Prime & ERP Training



Basics of E-Commerce



Advanced Digital Marketing



English Training Program



Basics of Graphic Design

B.Com Integrated Course Fee: ₹ 1,85,000/-

First Year Semester I

Fee: ₹ 35,000/-

Second Year Semester I

Fee: ₹ 30,000/-

Third Year Semester I

Fee: ₹ 30,000/-

First Year Semester II

Fee: ₹ 30,000/-

Second Year Semester II

Fee: ₹ 30,000/-

Third Year Semester II

Fee: ₹ 30,000/-



WE OFFER ADDITIONAL FREE
PROFESSIONAL DEVELOPMENT
TRAINING PROGRAMMES & CERTIFICATIONS



C-DAC Gist PACE - Govt. of India

Diploma in Office Administration & Financial Accounting

An Industry Oriented **Advanced Training Program**



KCE AUSTRALIA

DIPLOMA IN ENGLISH FOR BUSINESS



International Standards of
Excellence, Ensuring Quality
Education & Professional Growth



Globally Recognised
Professional Qualifications
and Certifications



Industry Experienced
and Highly Qualified
Multi-disciplinary Faculty



Course Modules Include
Workshops, GDs, Case Studies
and Student Led Presentations



Course Curriculum
Updated by Industry
Experts Regularly



Excellent Placement
Support Nationally and
Internationally



PART-TIME WORK INTEGRATED PROGRAM

A great opportunity where you'll earn an income, get work experience and finish the apprenticeship with a degree



Earn While You Learn

You'll be paid a full time stipend when you join an organization as an apprenticeship



On-the-Job Training

You will learn from experts and develop the skill needed in the industry



Get Work Experience

Graduate with quality work experience giving you a competitive edge over your peers



Self-Financed Degree

The stipend you earn as an apprenticeship will enable you to recover the entire cost of your degree

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 **paid internship program** where the **student earns Rs.72,000 to 1,20,000**. 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.



DISCOVERING AND
CREATING NEW POSSIBILITIES

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