



BBA BRAND MANAGEMENT & DIGITAL MARKETING





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



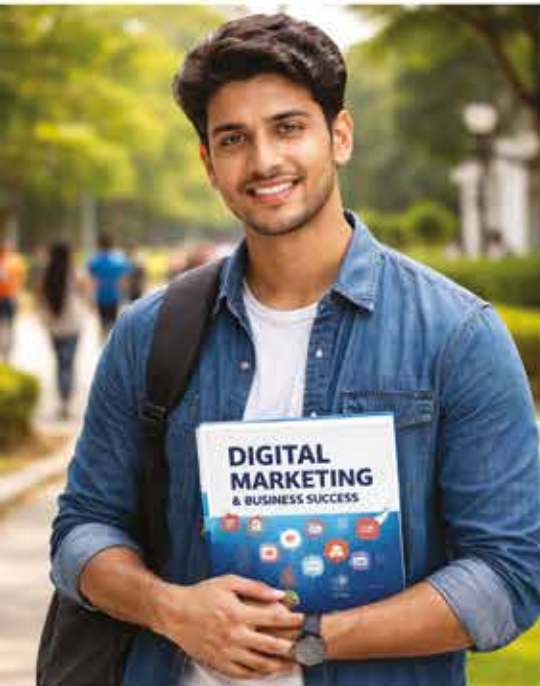


DIGITAL MARKETING THE MOST EXCITING CAREER

Digital Marketing 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





BBA INTEGRATED BRAND MANAGEMENT & DIGITAL MARKETING

UNIVERSITY: PONDICHERRY UNIVERSITY, DDE
ELIGIBILITY: A Recognised +2 / HSS or Equivalent

Our BBA in Integrated Digital Marketing delivers high-impact, industry-ready training that equips you with the technical mastery and strategic insight needed to excel in today's fast-paced digital economy. Through our dedicated placement support and strong corporate ties, we bridge the gap between classroom learning and career success, ensuring you graduate ready to secure premium roles in the global market.

FREE ADD-ON TRAINING PROGRAMS WITH EACH SEMESTER



AI Based Graphic Design



Website Design - Development



SEO & Social Media Marketing



Advanced Digital Marketing



Product & Brand Management



Live Project & Internship

BBA Integrated Course Fee: ₹ 2,45,000/-

1st Year - Semester I

Fee: ₹ 45,000/-

2nd Year - Semester III

Fee: ₹ 40,000/-

3rd Year - Semester V

Fee: ₹ 40,000/-

1st Year - Semester II

Fee: ₹ 40,000/-

2nd Year - Semester IV

Fee: ₹ 40,000/-

3rd Year - Semester VI

Fee: ₹ 40,000/-

BBA INTEGRATED
WE OFFER 3 PROFESSIONAL
SKILL DIPLOMA CERTIFICATIONS WITH YOUR BBA



DIPLOMA IN BRAND MANAGEMENT



DIPLOMA IN DIGITAL MARKETING



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



JOB PLACEMENT

READY, SET... HIRED!

A PROMISING CAREER IN A HIGH-DEMAND INDUSTRY
Placement Support Upon Successful Course Completion

How do we place our students?

- ❖ 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

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.



59/3402, III Floor, Parco Complex, Kandamkulam Cross Road
Near MCC Bank Bus Stop, Calicut - 2, Kerala - India. Phone: +91 8138 88 8090

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.