




PG DIPLOMA IN MARKETING MANAGEMENT

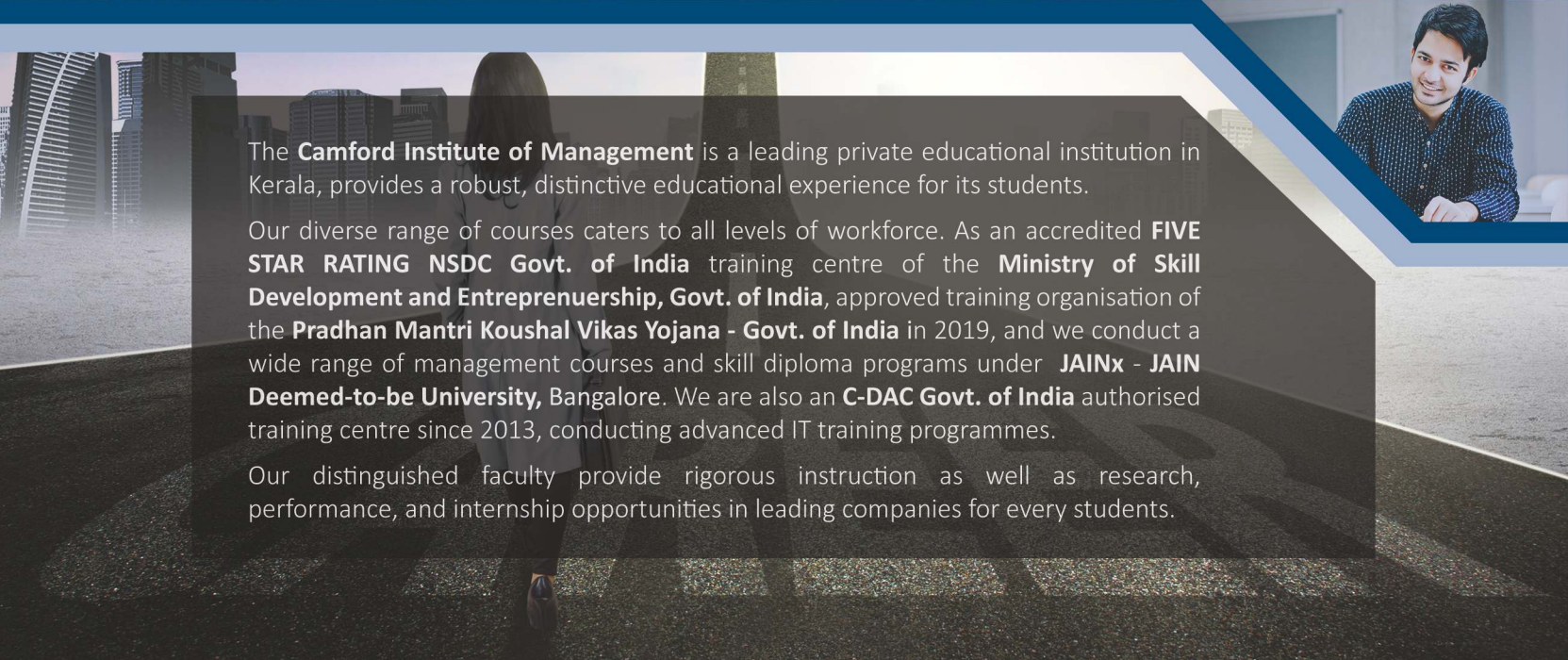



Camford
INSTITUTE OF MANAGEMENT

AN ISO 9001:2015 CERTIFIED INSTITUTION



21ST CENTURY BUSINESS SKILLS Accelerate Your Success



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





WHAT JOBS CAN YOU GET IN MARKETING MANAGEMENT?

Marketing 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.

- ❖ Business Development Executive
- ❖ Business Development Officer
- ❖ Marketing Associate / Executive
- ❖ Brand Development Executive
- ❖ Brand Management Executive
- ❖ Market Research Executive
- ❖ Business Promotion Officer
- ❖ Advertisement Executive
- ❖ Digital Marketing Head
- ❖ B2B Relationship Executive
- ❖ Content Development 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



POST GRADUATE DIPLOMA IN MARKETING MANAGEMENT

A unique PG programme, providing an outstanding platform for career opportunities in the business sector in India and abroad

The Post Graduate programme in Marketing Management at the Camford Institute of Management builds on our expertise in the business and manufacturing industry. We developed this innovative programme to meet the growing demand for experienced professionals who really understand marketing 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 PG Diploma in Marketing 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 marketing and business promotion specialisation so you can advance in your career.

ELIGIBILITY CRITERIA A Recognised Bachelor's Degree / Diploma

Course Fee: ₹ 1,42,500/-

I Installment

Fee: ₹ 42,500/-

II Installment

Fee: ₹ 25,000/-

III Installment

Fee: ₹ 25,000/-

IV Installment

Fee: ₹ 25,000/-

V Installment

Fee: ₹ 25,000/-

*Extra:- For Industry Visit, The travel, food, accommodation and other related expenses will be paid by students.



WE OFFER ADDITIONAL FREE
PROFESSIONAL DEVELOPMENT
TRAINING PROGRAMMES & CERTIFICATIONS



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



JUMPSTART YOUR CAREER WITH AN ASSURED PLACEMENT ASSISTANCE

Our career support services include:

- ❖ We have JOB Alerts Whatsapp Group 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
- ❖ Orbit Human Capital, our dedicated placement team will support students to get job in India and Abroad



**Get a Job,
Keep a Job**



WE HAVE PLACED OUR STUDENTS IN THE REPUTED COMPANIES
in Saudi Arabia, UAE, Qatar and in many states in India

OUR JOB PLACEMENT PROCESS





DISCOVERING AND
CREATING NEW POSSIBILITIES

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AN ISO 9001:2015 CERTIFIED INSTITUTE

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