




## DIPLOMA IN DIGITAL MARKETING & SOCIAL MEDIA MANAGEMENT

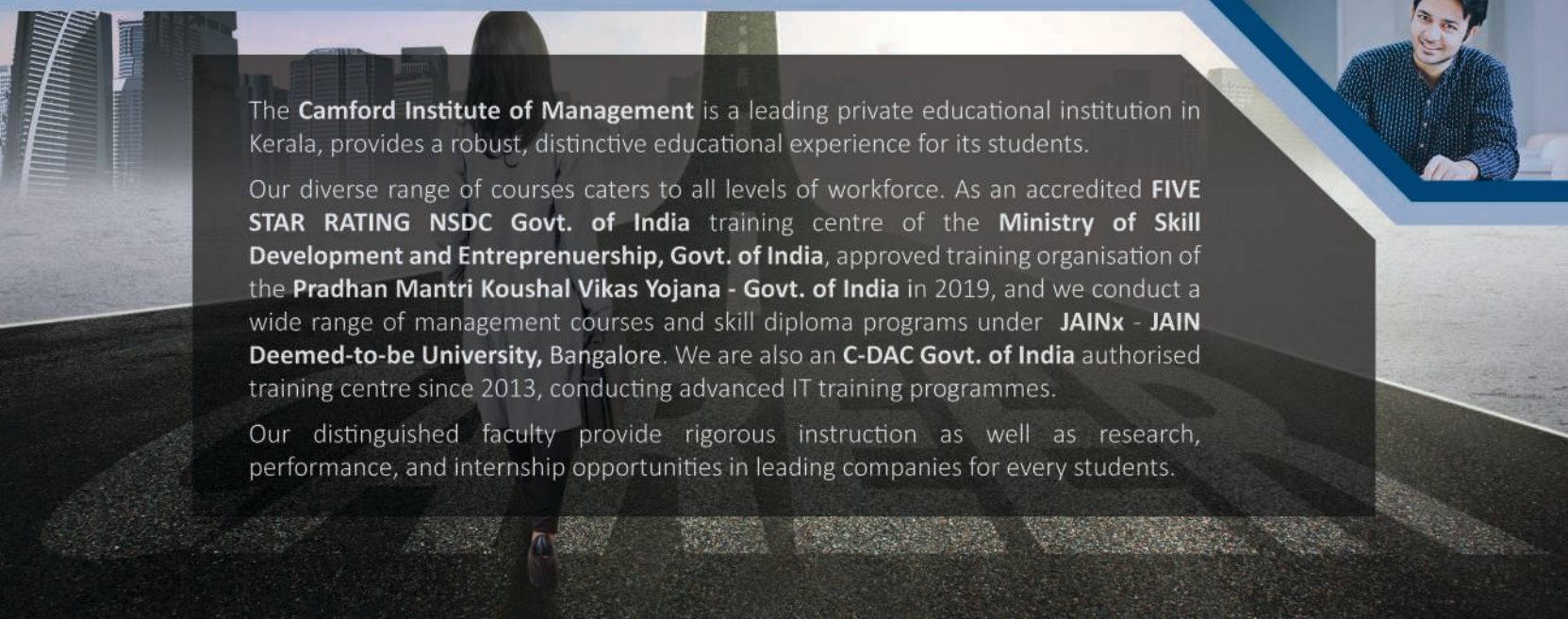



**Camford**  
INSTITUTE OF MANAGEMENT

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

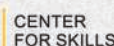


### Campus to Corporate:

Transforming education to unlock lifelong opportunity

## Approval - Affiliation - Accreditation - Partnership

NSDC 5 STAR RATING PMKVY TRAINING CENTRE IN 2019





## MARKETING & DIGITAL MARKETING - THE MOST EXCITING CAREER

Digital Marketing and Brand Management offer exciting career opportunities in today's fast-growing global business environment. Students develop creative, analytical, and strategic skills to promote brands and engage customers through powerful digital platforms.

With rising demand across industries, professionals can build rewarding careers in advertising agencies, multinational companies, startups, and the dynamic e-commerce sector.

- ❖ Digital Marketing Executive
- ❖ Marketing Manager
- ❖ Social Media Marketing Manager
- ❖ Search Engine Optimization (SEO) Specialist
- ❖ Search Engine Marketing (SEM) Specialist
- ❖ Content Marketing Manager
- ❖ Brand Manager
- ❖ Email Marketing Specialist
- ❖ Performance Marketing Manager
- ❖ Marketing Analytics Specialist
- ❖ E-commerce Marketing Manager
- ❖ Digital Marketing Strategist



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



The only rock I know that stays steady, the only institution I know that works, is the family.



# DIPLOMA IN DIGITAL MARKETING & SOCIAL MEDIA MANAGEMENT

Our unique diploma programme, providing an outstanding platform for career opportunities in the business sector in India

The Diploma in Digital Marketing & Social Media Management opens the door to exciting global career opportunities in today's fast-growing digital economy. With businesses worldwide shifting to online platforms, skilled professionals in Digital Marketing and Social Media Management are in high demand across industries, startups, and multinational companies.

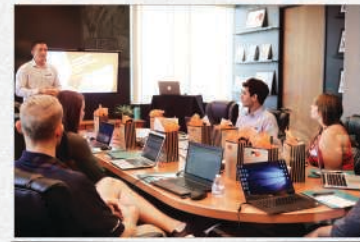
## COURSE CURRICULUM



Digital Marketing Strategy  
& Consumer Psychology



Search Engine Optimization  
& Search Engine Marketing



Social Media Architecture  
& Community Management



Content Engineering  
& AI-Enhanced Creativity



Performance Marketing  
& Data Analytics



Professional Branding  
& Digital Freelancing

This program equips students with modern marketing strategies, creative branding skills, and real-time industry exposure. Graduates can build successful careers as digital strategists, brand managers, and marketing consultants in global organizations, leading innovative campaigns and building powerful brands in the international marketplace.

## ELIGIBILITY CRITERIA

A Recognised Plus Two / Bachelor Degree

Course Fee: ₹ 92,500/-

I Installment

Fee: ₹ 32,500/-

II Installment

Fee: ₹ 20,000/-

III Installment

Fee: ₹ 20,000/-

IV Installment

Fee: ₹ 20,000/-

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



## CAMPUS TO CORPORATE TRAINING

TO HELP YOU GET YOUR DREAM JOB.

Campus to Corporate training for our students focuses on developing crucial soft skills like **Leadership, Communication, Teamwork, Adaptability, Time Management, Critical Thinking, Emotional Intelligence, Presentation and Problem-Solving** which are highly valued in the workplace.



### BENEFITS OF CAMFORD TRAINING



#### Enhanced Employability

The skills make you more attractive to employers and increase your chances of getting hired.



#### Career Advancement

Strong life skills can lead to promotions, increased responsibilities, and higher earning potential.



#### Job Satisfaction

You can effectively communicate, collaborate and solve problems can lead to greater job satisfaction



#### Personal Growth

Ensure personal growth and self-awareness, leading to a more fulfilling and successful life

## INTERNSHIP PROGRAM ASSISTANCE 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 3-6 month **paid internship program** where the **student earns Rs. 6,000 to Rs. 12,000.**



# 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?

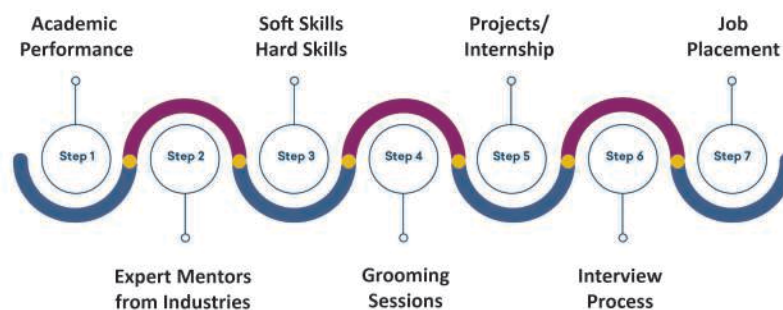
- ❖ We have JOB Alerts system where we send out all the information about vacancies
- ❖ Every student is a part of JOB Alerts distribution list
- ❖ We get referral job information from the industry
- ❖ We have tie ups with leading consultancies and companies who recruit fresher and laterals
- ❖ We have 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, 9895 70 7090

### 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.