

MBA

BRAND MANAGEMENT & DIGITAL MARKETING





HEALTHCARE SECTOR - THE MOST EXCITING CAREER

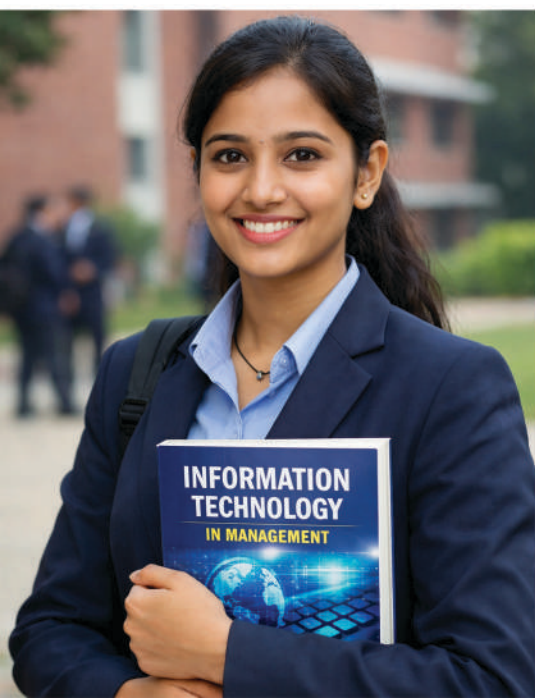
In today's globalized world, hospital administration and healthcare management play a more vital role than ever before. Healthcare services are essential across government hospitals, private healthcare institutions, non-profit organizations, and emergency response systems in India and worldwide.

Some of the entry-level roles offered to students in hospital administration and healthcare management include:

- ❖ Hospital Administrator
- ❖ Healthcare Manager
- ❖ Medical Superintendent
- ❖ Hospital Operations Manager
- ❖ Healthcare Consultant
- ❖ Health Services Manager
- ❖ Clinical Operations Manager
- ❖ Healthcare Quality Manager
- ❖ Patient Relations Manager
- ❖ Health Insurance Manager
- ❖ Medical Records Manager
- ❖ Public Health Administrator
- ❖ Healthcare Project Manager



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



There is no limit to where your dreams and ambitions can take you in the exciting and fascinating world of Healthcare Management





WHY CHOOSE US?

QUALITY EDUCATION FOR OVER 20 YEARS



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



Career Development:

Transforming education to unlock lifelong opportunity

OUR ACCREDITATION & AFFILIATION



CENTER FOR SKILLS



A GREAT CAREER

Upon completion of the program, graduates can explore diverse career opportunities in brand management firms, digital marketing agencies, advertising companies, corporate marketing departments, media and communication firms, e-commerce businesses, and market research organizations. These roles span across branding, online marketing, content strategy, social media management, and customer engagement across various industries.



**DISCOVER HOW YOUR CAREER
COULD TAKE OFF WITH
CAMFORD INSTITUTE OF MANAGEMENT**

MBA BRAND MANAGEMENT AND

DIGITAL MARKETING

2 YEAR PROGRAM



WHY PURSUE A CAREER IN BRAND MANAGEMENT

Brand Management and Digital Marketing operate at regional, national, and global levels—it is everywhere. Without effective branding strategies and digital presence, customer engagement, market growth, and business success would be significantly impacted, ultimately affecting a company's competitiveness and long-term sustainability.

Once viewed as a support function focused mainly on promotions, Brand Management and Digital Marketing have evolved into highly respected, technology-driven fields offering dynamic and rewarding career opportunities. One of the key advantages of pursuing an MBA in Brand Management and Digital Marketing is continuous professional growth. The program equips graduates with a strong foundation in branding, consumer behavior, and digital strategies, along with advanced managerial skills, enabling them to take on leadership roles early in their careers. Moreover, the knowledge gained empowers students to adapt, innovate, and excel in the fast-changing digital and marketing landscape.

ELIGIBILITY CRITERIA A RECOGNIZED DEGREE

Course Fee: ₹ 2,40,000/-

First Year

Fee: ₹ 1,20,000/-

Second Year

Fee: ₹ 1,20,000/-

*Extra:- Registration Fee Rs. 5000, Uniform cost to be paid by student.



At Camford Institute of Management, students gain industry-ready skills through practical projects, expert faculty guidance, and strong placement support, ensuring successful global careers in supply chain management.



Industry-Focused, Job-Ready Curriculum

Designed to match current market demands, ensuring students gain practical knowledge and are fully prepared for real-world supply chain roles.



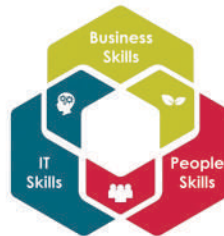
Hands-On Training with Real-Time Logistics Projects

Hands-on exposure through real-time case studies and projects builds strong operational and problem-solving skills.



Expert Faculty with Global Supply Chain Experience

Learn from professionals with international exposure who bring real-world insights into the classroom.



Strong Placement Support in India and Abroad

Dedicated career guidance and placement assistance open doors to rewarding opportunities across global logistics sectors.

LEARN FROM THE VISIONARIES AND INDUSTRY EXPERTS

All of our instructors have real-life work experience in their fields. But in addition, Camford Institute of Management organizes many industry expert talks to help students see real life examples of what their career future could look like, and what it takes to achieve their dreams.



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.