



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



Camford
INSTITUTE OF MANAGEMENT
AN ISO 9001: 2015 INSTITUTION



INVEST IN A GAME-CHANGING CAREER

MOVE BEYOND SUCCESS

Integrated B.Com (Distance) - E-Commerce and Digital Marketing aims to impart business fundamentals that can help e-commerce business grow. The programme is designed to provide students with the expert level knowledge of marketing, digital marketing, accounting, finance, strategy, pricing, and analytics. It also teaches social media marketing, content marketing, email marketing, search engine optimization, Google Analytics, Facebook ads, LinkedIn ads, digital advertising, affiliate marketing, influencer marketing, virality, and much more.

BENEFITS OF A DEGREE APPRENTICESHIP

Earn a stipend while you learn to pay for expenses

Progress your career

Achieve a degree that is relevant to your industry or chosen profession

Excellent career progression opportunities

Increase your earning potential.

Mentoring and support

Get expert guidance from a workplace mentor

Access institute support services including counselling and academic guidance.

Get practical experience

Develop your capabilities at work as you study

Put what you learn into practice right away.

Benefits of being a student

Be part of the student community at your institute

Experience the benefits of a institute learning environment.

YOUR CAREER JOURNEY

A degree apprenticeship is a great way to take the next step in your career - wherever you are in your journey. Get a boost at the beginning of your career.

VISION

Our vision is to provide job ready skill acquisition training programs for personal and professional development of career aspirants with a whole new dimension that has direct connection with industry and employability.

MISSION

To deliver practical, affordable education, competency-based training, and being responsive to the needs of industry, via harnessing and integrating technology, people and systems.

To educate and develop our students to add value to the industry in which they work and maximise their potential to succeed in life.

WHY CAMFORD INSTITUTE?

Job Ready Program: In order to get you 'Job Ready' we will teach you the most important professional skills that are in-demand in the market today.

Classes are small; hands on: Small classes of 25 students or fewer mean that you receive individual attention from our highly qualified instructors.

Practical Experience: Training programs are practical – and not academic. Each program provides instruction and real-world practice.

Global Employability: Programs designed & structured for global employability needs

OUR ACCREDITATION & AFFILIATION

Camford Institute of Management has affiliated our training programmes with recognised educational bodies under the Government of India and the state Government of Kerala, in addition to be accredited with International Educational and Total Quality Management Accreditation Organisations.

This certification provided with highly acclaimed international affiliations puts you in a top notch position than any other regular training programme, to help secure placements in India and worldwide in the best of companies.





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

BACHELOR OF COMMERCE

SCHOOL OF DISTANCE EDUCATION (SDE), CALICUT UNIVERSITY

Duration: Three Year

Eligibility: Plus 2 or Equivalent

DIPLOMA IN E-COMMERCE

Duration: 6 Month

JAINx - Jain Deemed To Be University, Bangalore

DIPLOMA IN DIGITAL MARKETING

Duration: 6 Month

C-DAC Gist PACE, Govt. of India - Pune

DIPLOMA IN BUSINESS COMMUNICATION

Duration: 6 Month

Kangaroo Centre for Excellence, KCE Australia

FEE INVESTMENT

Fee Type	Semester - I & II Payable on or before First Semester	Semester - III & IV Payable on or before Third Semester	Semester - V - VI Payable on or before Fifth Semester	
Registration Fee	10,000			
Tuition Fee	60,000	60,000	60,000	1,80,000
Study Material & Stationery	3,500	3,500	3,500	
Uniform	3,000	3,000	3,000	
D-Ecom, DDM & DBC Reg. & Exam	10,000	10,000	10,000	
Graduation Ceremony			5,000	
Annual Tour				
Residential Training Programmes				
Total Amount	86,500	76,500	81,500	2,44,500

1. Examination Fee to be paid by separately every semester
2. 18% GST will be applicable on Course Fees Payment
3. Fee once paid will not be refunded after one month of the first semester started



BACHELOR OF COMMERCE WITH APPRENTICESHIP/INTERNSHIP PROJECT



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

**LEARN
AND
EARN**



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.



JUMPSTART YOUR SUCCESS WITH AN ASSURED PLACEMENT ASSISTANCE

Our career support services include:

- ❖ 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**



STUDENT'S 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.



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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.