

CONTINUING EDUCATION PROGRAMME FOR THE ACADEMIC YEAR: 2026-27

National Institute of Fashion Technology offers a diverse array of Continuing Education (CE) programmes to support the industry, as well as aspiring and working professionals. The wide range of specialized programmes offered by NIFT help aspiring professionals to get trained, entry-level professionals to get advanced training, mid-level professionals to upgrade their skills, and at times also help professionals to re-enter the Industry. These programme have been developed in consultation with reputed academicians and industry practitioners.

E-COMMERCE & SOCIAL MEDIA MARKETING (ECSMM)

The programme is aimed at fashion entrepreneurs, objective of the programme is to understand the nature of e-commerce, recognize the business impact and potential of e-commerce for fashion business, explain the technologies required to make e-commerce viable, explain the economic consequences of e-commerce & social media marketing.

COURSE CONTENT

The aspects of this course is how to setup an online Fashion Business, how to setup an E-commerce platform for fashion business, how to setup your E-commerce business. Student will learn about current E-commerce models and the characteristics of business to business and retail E-commerce portals, understanding of social media marketing platforms and various social media marketing tools and techniques.

CAREERS

The course will help participants to make a career in online merchandising, online marketing, fashion entrepreneur and social marketer.

Award	Certificate
Eligibility	Minimum of 10+2
Duration	3 months, weekdays (Online) 2 days in a week Saturday 10:00 am to 5:00 pm & Sunday 10:00 am to 1:00 pm
Campuses	Mumbai
Seats	30
Course Fee	Rs.35,000/- + 18 %GST (Total Rs. 41,300/- Incl. of GST)
Course Coordinators	Dr. Tanmay Kandekar – Ph: 9702001982