Certificate in Digital Marketing

ABOUT SLIM

The Sri Lanka Institute of Marketing (SLIM) is the national body for Sri Lankan Marketers, which was founded in 1970 and subsequently incorporated by an act of Parliament in 1980, recognizing it as the National Body for Marketing and a 'not-for-profit' organization. We are mandated to uplift the Marketing profession in Sri Lanka,thus providing Marketing studies and conducting many national level events and projects. SLIM is a member of the National Chamber of Commerce of Sri Lanka (NCCSL), Organization of Professional Associations of Sri Lanka (OPA). We are also an international affiliation with the Asia Marketing Federation (AMF) as the member of the Board of Management & Emerald Publishing.

OUR VISION

"To Lead the Nation's Efforts towards Economic Prosperity."

OUR MISSION

"To Establish Marketing as the Driving Force Which Enhances Business and National Value."

CDM PROGRAMME

The Certificate in Digital Marketing (CDM) is the foundation course designed to understand the fundamentals of various aspects of Digital Marketing and the online communication ecosystem. This is a unique four (04) month certificate programme that provides a qualification in Digital Marketing and offers the opportunity to obtain sound conceptual knowledge. This will enable the recipient to apply this knowledge towards their everyday practical work. This programme is suitable for Digital Marketing career-minded candidates seeking to acquire specific competencies to differentiate themselves from other personnel.

WHY SLIM CDM IS THE MOST RECOGNIZED DIGITAL MARKETING QUALIFICATION ?

- SLIM is the National Body for Marketing in Sri Lanka, incorporated by an Act of Parliament in 1980.

- Upgraded content for 2025.

- Interactive demonstration sessions.

- Obtain a highly recognized certificate which is endorsed by the Asia Marketing Federation (AMF).

- Direct entrance to the Professional Diploma in Digital Marketing (DDM) at SLIM with a 10% Discount as the next step.

- Subject exemption for the Postgraduate Diploma in Marketing Management program at SLIM.

- Classroom training from expert faculty who are Google Certified Trainers.

- TVEC approved content from the Ministry of Education (P01/0111).

- Obtain an internationally recognized Credly digital badge for the verification of the qualification.

- Learn directly from an experienced and professional lecture panel and acquire in-depth knowledge and practical insights from industry experts.

- Gain in-demand skills during the program and earn recognized certifications, including Google Ads Creative and Google Ads Video.

DETAILED PROGRAMME OUTLINE

MODULE 1:
INTRODUCTION TO DIGITAL MARKETING

Module	Outline	Detailed Outline
INTRODUCTION TO DIGITAL MARKETING	Understanding the Key Concepts of Marketing	~ What is Marketing? ~ Evolution of Marketing ~ Relationship Marketing ~ Marketing Mix
	Local and Global landscape of Social, Online and Digital Marketing	~ What is Digital Marketing and the History of Digital Marketing ~ The Differences Between Digital and Traditional Marketing ~ Why is Digital Marketing important? ~ How is Digital Marketing being used effectively? ~ Benefits of Digital Marketing ~ Digital Landscape in Sri Lanka
	Understanding the Scope of Online Marketing	~ Situation Analysis for Digital Marketing ~ The Digital Marketing Environment ~ Digital Marketing Platforms
	Understanding the Online Marketing Ecosystem	~ Digital Media Objectives vs. Marketing Objectives ~ Customer Relationship Management Revenue Models
	Understanding Consumer Behaviour in Online Marketing	~ Online Consumer Behaviour and Power ~ Consumer Buying Journey in Digital Era ~ Online Consumer Lifestyle Segmentation ~ Customer Behaviour Analysis ~ Post Purchase Behaviour

MODULE 2:
SEARCH ENGINE MARKETING AND OPTIMIZATION

Module Unit	Outline	Detailed Outline
SEARCH ENGINE MARKETING AND OPTIMIZATION	**Introduction to Search**	~ **Different Types of Search Engines** ~ **Difference between Organic Search and Paid Search** ~ **How the Search Engine Works** ~ **Evolution of SEO** ~ **New Topic in Search**

	Search Engine Optimization	**SEO Process**
		~ **Onsite SEO**
		   A. **Keyword Research**
		     - Tools and Techniques
		     - Micro-Moments
		     - Consumer Intent
		   B. **Competitive Research**
		   C. **Introduction to Content and Website Architecture**
		   D. **Coding Terminology & Introduction**
		   E. **Meta Tags**
		~ **Offsite SEO**
		   -Local Optimization
		   -Social Optimization
		   -Reputation Building
		SEO Tools and Techniques
		   -Introduction
		   *** Demonstration session (To introduce SEO Tools)***

	Search Engine Marketing	~ **Introduction to PPC Advertising**
		   -Introduction to Ad Rank and Ad Auction
		   -Quality Score
		   -Bidding Techniques
		~ **Components of a Search Ad**
		~ **AdWords**
		   -Introduction to AdWords
		   -Search Campaign Management
		   -Keyword Match Types

MODULE 3:
CONTENT MARKETING

Module Unit	Outline	Detailed Outline
CONTENT MARKETING	Display and Video Advertising	**Paid Media Advertising** ~ Google Display Network Advertising ~ Facebook Meta: Advertising and Campaigns ~ YouTube Advertising and Campaigns *Demonstration sessions*

MODULE 4:
SOCIAL MEDIA MARKETING

Module Unit	Outline	Detailed Outline

SOCIAL MEDIA MARKETING	Introduction to Strategic Social Media Marketing	~ Overview of Social Media
		~ Evolution of Online Communities
		~ Social Media Platforms
		~ Target Audience, Influencers and Message
		~ Content Marketing
		   -Creating attractive content using online tools
		   -Creating content using AI tools
		   Demonstration sessions

	Channel Advertising and Campaigns	~ Setting Objectives through Measuring Success ~ Social Media Measurement and Metrics ~ Social Media Branding and Community Management ~ Who is Doing it Right? – Case Studies *Demonstration sessions*

MODULE 5:
INTRODUCTION TO ANALYTICS

Module Unit	Outline	Detailed Outline

INTRODUCTION TO ANALYTICS	Overview of Analytics	~What are Web Analytics?
		~ Web Analytics KPIs
		~ Analytics Tools in the Industry
		~ What is Google Analytics and Benefits / Limitations of Google Analytics
		~ Getting started with Google Analytics
		    -How Google Analytics works
		    -Accounts, Profiles, and Users
		    -Campaigns

	Goals and Actionable Insights	~ Google Analytics Reports and Tools ~ Analytics for Campaign Success ~ Social Media Analytics ~ Social CRM & Analytics ~ Case Studies

MODULE 6:
ONLINE REPUTATION AND CRISIS MANAGEMENT

Module Unit	Outline	Detailed Outline
ONLINE REPUTATION AND CRISIS MANAGEMENT	Online Reputation and Crisis Management	~ How social media has changed the crisis story ~ Handling negative comments on social media as a trigger for a possible crisis ~ Impact of crisis towards company/brand ~ Types of crises and issues ~ Ongoing reputation management model ~ Steps of resolving crises and regaining the reputation

ASSESSMENT CRITERIA

The assessment of this program will be through a multiple-choice examination, case study, and continuous assessments

Assessment Mode Marks (%) Weightage (Out of 100)

Computer-based MCQ Examination 50%

Group Case Study 30%

Continuous Assessments 20%

    - Google Ads Creative Certification 10%

    - Google Ads Video Certification 10%

~ Examination (50%)

100-MCQ questions (120 Minutes) 100 marks (Physical)

~ Group Case Study (30%)

The type of assignment depends on the nature of the subject and the level. It may be a case review, a detailed essay, a short report, an article review, a field study-based report, etc. Clear instructions will be given on the assignment question/s and on the expectations.
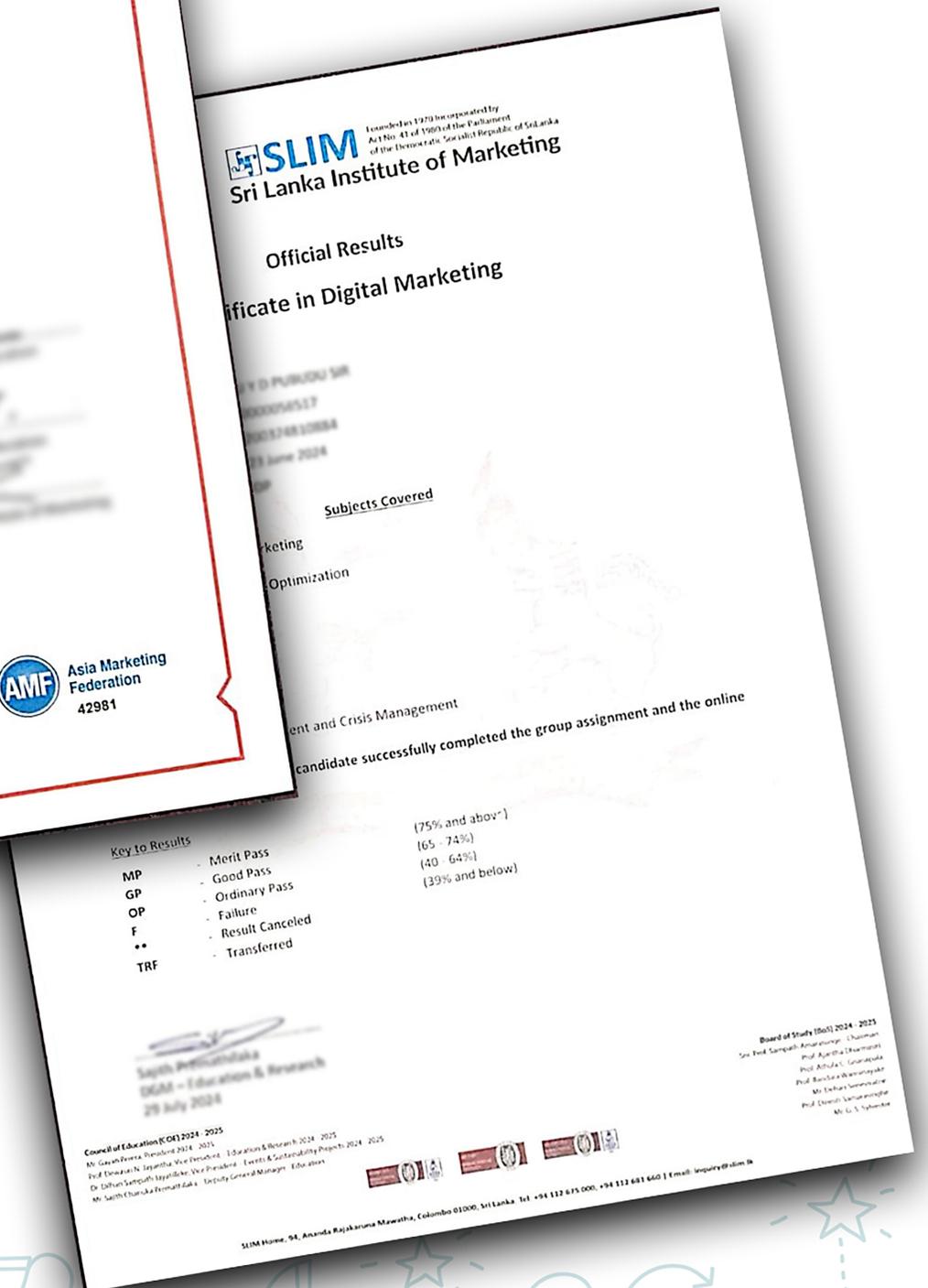
~ Continuous Assessments (20%)

Students are required to complete the Google Ads Creative Certification and the Google Ads Video Certification. Successful completion of these certifications is mandatory and will contribute 20% to the overall programme marks. Students must submit proof of certification to the SLIM Examination Division by the stipulated deadline to be eligible for the relevant marks. Failure to submit the proof of certification by the deadline will result in forfeiture of the 20% weighted marks.

Assessment Mode	Weightage
Examination	50%
Group Case Study	30%
Continuous Assessments	20%
	100%

CERTIFICATE

SLIM CDM Certificate Endorsed by Asia Marketing Federation
SLIM CDM Certificate & Transcript

SLIM Council of Education

This is to certify that

Who has fulfilled the requirements of the institute's
Examination held in April 2025,
Has been awarded the

CERTIFICATE IN DIGITAL MARKETING

Grade – Ordinary Pass

Asia Marketing Federation
42981

SLIM
Sri Lanka Institute of Marketing

0000064428

SLIM
Sri Lanka Institute of Marketing

Official Results
Certificate in Digital Marketing

Subjects Covered

Key to Results
MP – Merit Pass
GP – Good Pass
OP – Ordinary Pass
F – Failure
** – Result Canceled
TRF – Transferred

(75% and above)
(65 - 74%)
(40 - 64%)
(39% and below)

SLIM CERTIFICATION CEREMONY

SLIM

Sri Lanka Institute of Marketing

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