



SLIM

Sri Lanka Institute of Marketing



Professional Certificate in Marketing

WELCOME TO THE WORLD OF MARKETING



Sri Lanka Institute of Marketing

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."



PCM

Professional Certificate in
Marketing

INTRODUCTION

The Professional Certificate in Marketing is a programme with a duration of three months of study leading to the Postgraduate Diploma in Marketing (SLIM). It is the first step towards an internationally recognized professional status in Marketing conferred by the prestigious Asia Marketing Federation. The PCM qualification is specially designed for beginners in Marketing.

PROGRAMME OBJECTIVES

To provide participants with:
A basic orientation in marketing that encourages them to proceed to higher studies in marketing. An entry qualification and the confidence to embark on a career in Marketing. An understanding of marketing as an essential management philosophy.





FOR WHOM?

- People who are 16+ who wish to pursue a marketing career
- Junior Marketers who require a basic marketing qualification
- Middle level marketers who need theoretical input on marketing
- Entrepreneurs and other professional who wish to gain knowledge of Marketing





PROGRAMME OUTLINE

PART 01 Introduction to Marketing & the Marketing Process

Chapter 01 Nature and Scope of Marketing

Chapter 02 The Marketing Environment

Chapter 03 The Marketing Mix

Chapter 04 Marketing Research and Information Systems

Chapter 05 Consumer & Organization Buying Behaviour

Chapter 06 Segmentation, Targeting & Positioning

PART 02 Developing the Marketing Mix Strategies

Chapter 07 Product Planning, Branding & Development

Chapter 08 Pricing

Chapter 09 Distribution / Place

Chapter 10 Promotional Planning

PART 03 Marketing Planning & Control and Digital Marketing

Chapter 11 Marketing Planning & Control

Chapter 12 Digital Marketing

EDUCATIONAL PATH

CERTIFICATE LEVEL

Professional Certificate in Marketing
Professional Certificate in Marketing - Sinhala
Professional Certificate in Marketing - Tamil
Certificate in Digital Marketing
Certificate in Pharmaceutical Marketing
Certificate in Branding
Certificate in Sales

DIPLOMA LEVEL

National Diploma in Sales Management
Diploma in Strategic Brand Management
Diploma in Digital Marketing
Diploma in Pharmaceutical Marketing
Diploma in General English
Diploma in Marketing Management

HIGHER NATIONAL DIPLOMA

Higher National Diploma in Marketing Management
Higher National Diploma in Brand Management
Higher National Diploma in Digital Marketing Management
Higher National Diploma in Sales Management

POSTGRADUATE LEVEL

Postgraduate Diploma in Marketing Management
Postgraduate Diploma in Professional Marketing (CIM)

SPECIALIZED PROGRAMS

Date Driven Marketing Professional
Business Professional English

STATUS QUALIFICATION

Certified Professional Marketer
Certified Brand Strategist
Certified Sales Manager
Certified Digital Marketer

ASSESSMENT CRITERIA

The assessment of the above is through an examination and a practical assignment. The distribution of marks weight is as follows.

Assessment Mode	Marks (%)	Weightage (Out of 100)
Written Examination	100	50%
Individual Assignment	100	50%





CERTIFICATION CEREMONY

...ATION
EMONY 2025
... BY THE PRESIDENT
(DR.) DEWASIRI N. JAYANTHA
... 2025/2026)
... (Col), CMgr FCSI (UK), FIML (Au), CMA, MIM (SL),
... Sc (SJP), PgDMM (SJP), BA (UK),
... CIM, ADMM (USJ)

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PROF. (DR.)
(PRESIDENT
MSLIM, PhD (Col), CM
CPM (Au), MSc (SJP),
MUSLIM, MCIM, ADMM



STUDENT LIFE AT SLIM



ISLANWIDE SLIM ACCREDITED STUDY CENTERS

Badulla Accredited SLIM Study Centre
Star Gate Educational Centre
315, Viharagoda, Badulla.
T.P. 0702 559 669 - Mr. Sudath

Bandarawela Accredited SLIM Study Centre
The BRIDGE Lanka,
527 2/1, Badulla Road, Bandarawela.
T.P. 0701 910 940 – Ms. Sujitha

Kegalle Accredited SLIM Study Center
IBM Technology
No:A/53/B, Gurullelawa, Moronthota, Kegalle.
T.P. 0777 435 934/0713 853 297 – Mr. Lal

Trincomalee Accredited SLIM Study Centre
Royal International College of Higher Education
No 07, Church Road, Trincomalee.
T.P. 0777 292 475 / 0768 261 395 - Mr. Mayuran

Hatton Accredited SLIM Study Center
American College of Higher Studies
No - 88/02, Dunbar Road, Hatton.
T.P. 0711 106 363 - Mr. Chandramohan

Jaffna Accredited SLIM Study Center
CB Metro Campus
381, Ground Floor, Kasturiyar Road, Jaffna.
T.P. 0777 351 376/ 0777 570 038 - Mr. Suthan

Nuwara Eliya Accredited SLIM Study Center
Asian Campus of Management
and Technology (ACMT)
17/1, Grand Hotel Road, Nuwara-Eliya.
T.P. 0774 299 830 / 0774056453 - Mr. Seelan

Kuliyapitiya I Accredited SLIM study Center
Future Tec Institution
2nd Floor, No 149, Ananda Furniture Building,
Kurunegala-Narammala-Madampe Rd, Kuliyapitiya.
T.P. 0716414854 - Mr. Santhusha

Negombo Accredited SLIM Study Center
Acquire Institute,
210, Sea Street, Negombo.
T.P. 0704310445 - Mr. Santhush

Kilinochchi Accredited SLIM Study Center
ACIDM (Asia Chartered Institute of Digital Marketing)
155-mile post, A9 road, Kilinochchi.
T.P. 0779 607 705 / 0775 632 749 - Miss. Kalawathi

Kuliyapitiya II Accredited SLIM Study Center
LTC Educational Center (PVT) Ltd
277/A, Madampe Road, Kuliyapitiya.
T.P. 0773 387 785 - Mr. Buddhika

Akkaraipattu Accredited SLIM Study Center
IGates International Campus
304, Nawfer Complex, 304, Main street,
Akkaraipattu.
T.P. 0773 527 593 - Mr. Arsath

Galle Accredited SLIM Study Center
Landmark Management Consultants (PVT) Ltd
Colombo road, Kaluwella, Galle.
T.P. 0727 546 880 - Miss. Sandya

Beruwala Accredited SLIM Study Center
The Legend Collage (PVT) Ltd
No,48/11, Markar Avenue, Maradana, Beruwala.
T.P. 0763 288 767/0774 890 463 - Mr. Azri

Kurunegala II Accredited SLIM Study Center
Industrial Service Bureau
No.141, Kandy Road, Kurunegala.
T.P. 0714 394 642/ 0768 844 350 - Miss. Ewanthi

Batticaloa Accredited SLIM Study Center
OCBTE Campus,
No. 10B, New Road, Batticaloa.
T.P. 0654677415, 0778 148 246 - Miss. Pradeepa

Sammanthurai Accredited SLIM Study Center
Brainiacs Campus
No.100, Alivanniyar Road, Sammanthurai.
T.P. 0760 959 383 / 0672 260 200



SLIM Home

Address: No. 94,
Ananda Rajakaruna Mw,
Colombo 10.
Tel: 0112 675 000
Email: customercare@slim.ac.lk

SLIM Business School - Colombo

Address: No 50,
Kitulwatta Road,
Colombo 08.
Tel: 0114 722 522
Email: colombo@slim.ac.lk

SLIM Campus Kandy

Address: No. 269,
D.S. Senanayake Veediya, Kandy.
Tel: 0812 203 006
Email: kandy@slim.ac.lk

SLIM Southern Campus

Address: No. 33/A,
Railway Station Road,
Matara.
Phone: 0412 227 900
Email: matara@slim.ac.lk



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