

DIPLOMA IN DIGITAL MARKETING



**BE QUALIFIED FROM SLIM
THE NATIONAL BODY FOR MARKETING IN SRI LANKA**

ABOUT SLIM

The Sri Lanka Institute of Marketing (SLIM) 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) and the Organization of Professional Associations of Sri Lanka (OPA).

We are also affiliated with the Asia Marketing Federation (AMF) as a 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"



DDM PROGRAMME



The Diploma in Digital Marketing (DDM) is designed to provide the most important Digital Marketing concepts, best practices, and emerging concepts in Digital Marketing. It further focuses on developing a comprehensive digital marketing plan that includes strategies, tools, and tactics to meet business objectives.

This is an **8-month** long Diploma-level qualification, highly suitable for Digital Marketing career-minded candidates seeking to acquire specific competencies to differentiate themselves from other organisations and for marketing professionals with fundamental knowledge in Digital Marketing. And also ideal for professionals at senior managerial levels who need to equip themselves with digital marketing knowledge and entrepreneurs who wish to take their business to the next level with digital marketing tactics.



TVEC REGISTERED NO : P01/0111



WHY YOU SHOULD CONSIDER THE DDM PROGRAMME?

The Most Recognized Qualification in Digital Marketing

- SLIM is the National Body for Marketing in Sri Lanka, incorporated by an Act of Parliament in 1980.
- Obtain a highly recognized certificate which is endorsed by the Asia Marketing Federation (AMF).
- TVEC approved qualification
- Upgraded content for 2026
- Obtain an internationally recognized Credly digital badge for verification of the qualification.
- Earn a recognized Google certification

Learn from Digital Industry Professionals

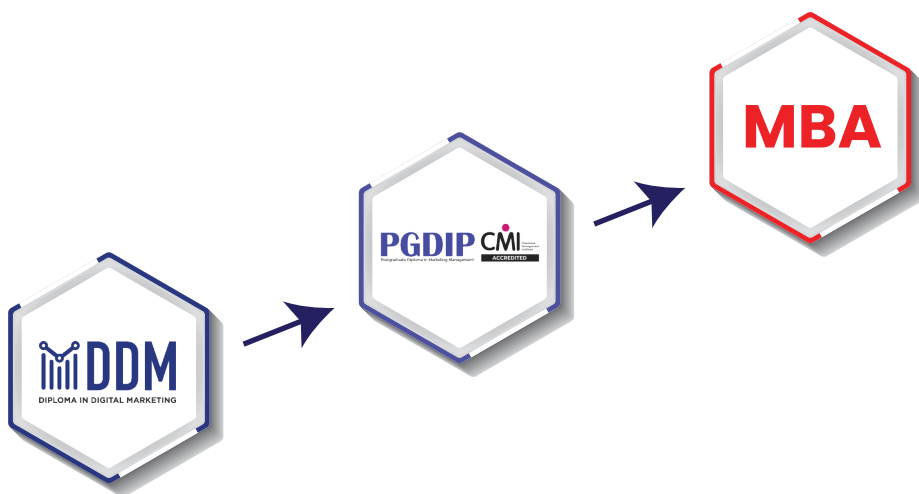
- Interactive practical sessions & demonstrations.
- Learn from an experienced panel of lecturers and gain in-depth knowledge, practical skills, and valuable insights from leading Digital Marketing professionals.



Pathway to a Recognised Qualification

- Two module exemptions from SLIM's Higher Diploma in Marketing Management (HDMM) program.
- Direct Entry to the CPM (Asia) Programme along with 2 to 5 years of relevant marketing experience.

SHORTEST PATHWAY TO MBA



PROGRAMME OUTLINE

MODULE 1

MODULE	DETAILED OUTLINE
INTRODUCTION TO DIGITAL MARKETING	1.1. Fundamentals of digital marketing 1.2. Digital consumer understanding 1.3. Online marketplaces and competition 1.4. Online macro environment 1.5. Organizational Impact

MODULE 2

MODULE	DETAILED OUTLINE
STRATEGIC DIGITAL PLANNING PROCESS	2.1 Setting goals and objectives for digital marketing 2.2 Strategy formulation for digital marketing 2.3 Digital tactics and plans * Case study and discussion

MODULE 3

MODULE	DETAILED OUTLINE
SOCIAL MEDIA MARKETING AND ADVERTISING	3.1 Introduction to social media 3.2 Developing a social media strategy 3.3 Social media audience management 3.4 Social media campaign management 3.5 Social media analytics *Demonstration/ Practical sessions

MODULE 4

MODULE	DETAILED OUTLINE
CONTENT MARKETING	4.1 Content marketing strategy 4.2 Effective content creation 4.3 Content marketing plan 4.4 Content distribution 4.5 Influencer marketing and relations 4.6 Measuring the effectiveness *Demonstration/ Practical sessions

MODULE 5

MODULE	DETAILED OUTLINE
CONCEPTUALIZING WEB AND APP DEVELOPMENT	5.1 Process of Website Development 5.2 Introduction To Website Development Tools

MODULE 6

MODULE	DETAILED OUTLINE
SEARCH ENGINE OPTIMIZATION	6.1. Introduction to SEO 6.2. Keyword research 6.3. On-page optimization 6.4. Backlinks 6.5. SEO audit 6.6. Web analytics: Google analytics 6.7. Developing a SEO Plan *Demonstration/ Practical sessions



MODULE 7

MODULE	DETAILED OUTLINE
DIGITAL CAMPAIGN MANAGEMENT	7.1. Fundamentals of SEM, display ads and video ads 7.2. Campaign setup •Search Campaign Setup •Components of a search ads Bidding methods •Display Campaign Setup •Video Campaign Setup 7.3. Campaign performance evaluation (Paid Search, Display and Video) 7.4. Google's brand measurements 7.5. YouTube channel growth 7.6. Web Analytics: Google Analytics – 2 7.7. Introduction to Programmatic Advertising <i>*Demonstration/ Practical sessions</i>

MODULE 8

MODULE	DETAILED OUTLINE
CONTEMPORARY THEMES IN DIGITAL	8.1. Future of CRM 8.2. Data-driven marketing 8.3. Security and Privacy 8.4. Artificial intelligence & machine learning 8.5. Blockchain technology 8.6. Emerging technologies
DIGITAL MARKETING IN PRACTICE	8.7. Facebook Blueprint 8.8. Google ads academy

ASSESSMENT CRITERIA

Section	Evaluation Method	Weightage	Overall weightage
Part I	Group Assignment Development of a Digital Strategy	40%	40%
	Group Presentation	60%	
Continuous Assessment	Google Ads Search Certification	5%	20%
	Google Ads Display Certification	5%	
	Google Ads Creative Certification	5%	
	Google Ads Video Certification	5%	
Part II	Individual Assignment Development of a Business Plan	40%	40%
	Individual Presentation	60%	

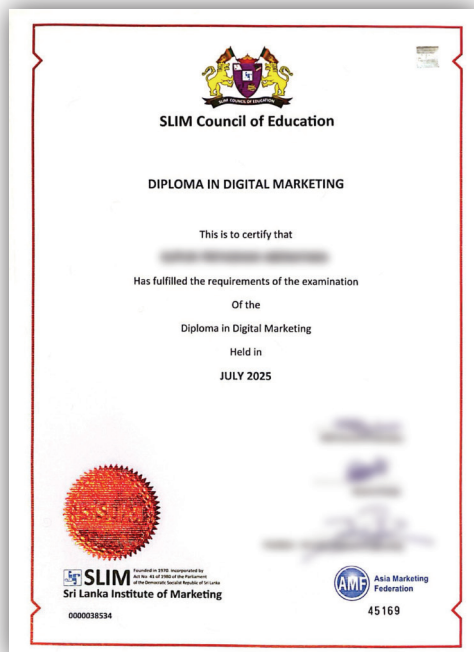
ENTRY QUALIFICATION

Those who successfully completed Certificate in Digital Marketing (CDM) with G.C.E O/L	Exemption
Those who successfully completed certificate in digital marketing programme from a recognized institute	Direct
MBA/MSC from a recognized University	Direct
Those who have at least three (3) years of experience in Sales/ Marketing in executive or managerial Level Capacity	Direct



CERTIFICATE

- SLIM DDM Certificate Endorsed by Asia Marketing Federation (AMF)



- SLIM DDM Official Transcript

CONFIDENTIAL

OFFICIAL RESULT SHEET

Student Name: [redacted]
Registration Number: [redacted]
Programme Name: Diploma in Digital Marketing

Assessment	Grade	Examination
Assessment I - Group Assignment with Presentation Development of a digital strategy	GP	April 2025
Assessment II - Individual Assignment with Presentation Development of a Business Plan	MP	July 2025

Continuous Assessment

1. Ads Search Certification	PASS
2. Google Ads Display Certification	PASS
3. Google Ads Creative Certification	PASS
4. Google Ads Video Certification	PASS

Overall Status: COMPLETE

To award the Diploma in Digital Marketing (DDM) candidate needs to complete Assessment I, Assessment II & Continuous Assessment - of above programme. The intended candidate fulfilled all mentioned requirements to grant the Diploma in Digital Marketing.

Classification of grade

Grade/symbol	Description	Key to Results
MP	Merit Pass	75% and above
GP	Good Pass	65 - 74%
OP	Ordinary Pass	50 - 64%
F	Failure	49% and below
xx	Result Cancelled	

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Sri Lanka Institute of Marketing

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SLIM GRADUATION CEREMONY





SLIM

Sri Lanka Institute of Marketing



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