

# PROFESSIONAL DIPLOMA IN DIGITAL MARKETING

Gain full suite of digital marketing techniques to plan, implement and analyze digital marketing campaigns for enterprises.

- Duration: 4 months | 64 hours
- Blended learning – Instructor lead | Online | Mentorship
- Eminent Lecture Panel
- Fees - Registration : Rs.5,000  
Course: Rs.60,000
- Easy Monthly payments

Schedules : Weekday evening & Weekend

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HIGHER EDUCATION**

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Marketing  
Institute™

Approved Partner



**0773 40 50 60 | 0773 899 899**

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# Module Overview

Learn digital marketing principles, digital marketing channels, how to execute basic social media marketing

- Basic Digital Marketing
- Social Media Marketing
- Advanced Digital Marketing
- Email and Content Marketing
- Search Engine Optimization and Marketing
- Digital Marketing Strategy
- Website Optimization
- Capstone Project Implementation & Mentoring
- Digital Boot camp

## Learning Outcome

### Knowledge

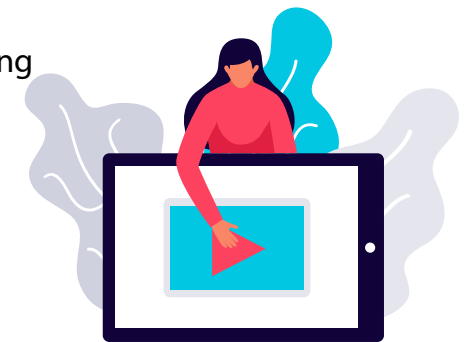
By the end of this module, the Learner should be able to gain the following knowledge:

- Understand the fundamentals of digital marketing
- Understand the various channels in digital marketing
- Understand the fundamentals of content marketing
- Understand the fundamentals of social media marketing
- Learn the principles of SEO and understand effective landing pages and basic analytics
- Learn about using Google AdWords for search engine marketing and Facebook for advertising

### Skills

By the end of this module, the Learner should be able to apply the following skills:

- To create a brand strategy
- To set up and optimize social media pages for business
- To create an editorial calendar for content
- To create landing pages. Create a customized URL for tracking campaigns
- To set up and execute search campaigns in Google AdWords, ad campaigns in Facebook and Create effective ads.



# Audience & Certificates

## Target Audience

- Individuals who want to acquire digital sales skills or transit into a digital marketer career.

## Prerequisite

- Academic Qualification: Min 3 GEC (OL) passes, Any acceptable Diploma OR Work experience; min 1 year and Acceptable level of English proficiency

## Graduation Requirements

- A minimum attendance of 75% in each of the modules.
- Should be assessed competent (C) in each of the modules..

## Certificate(s)

- Aspire College Certificate in "Professional Diploma in Digital Marketing"



# Blended Learning Journey



E learning



Flipped Class / Mentoring



Projects / Assignments



Assessment