APIDM
Asia Pacific Institute
of Digital Marketing



# Digital Marketing Mastery Program

athe ENDORSED PROGRAMME

# What is Digital Marketing Mastery Program ?

The Digital Marketing Mastery Program has been introduced by the Asia Pacific Institute of Digital Marketing (APIDM) to enhance the digital marketing competencies of practicing marketing and business professionals with updated course content to match the latest digital trends.

With the Digital Marketing Mastery Program, you will upgrade your digital skills from professional to mastery level, making you a highly sought-after marketing professional.

This program is endorsed by ATHE UK, (Awards for Training and Higher Education), a prestigious organization that provides Ofqual-regulated qualifications to training and higher education providers around the world. This certification ensures that the program meets the most rigorous standards of quality and excellence, providing students with a globally recognized credential upon completion.

This program is expected to fulfill a longstanding need in this sector by helping marketing and business professionals to fully grasp the digital marketing landscape and take the next step in their careers. This program aims to provide theoretical as well as practical knowledge to those who just started their careers in the fields of Digital Marketing, eCommerce and eBusiness Management.

# Who should consider following the Digital Marketing Mastery Program?

**Working Professionals –** With 1+ years of experience in marketing or digital marketing, looking to enhance their practical skills and advance their careers.

**Entrepreneurs & Business Owners –** Individuals managing an operational business, seeking to strengthen their digital marketing capabilities to drive growth and performance.

# Program Outline

| Module | Module Learning Outcomes | Hours |
|---|---|---|
| Module 1: Fundamentals of Digital Marketing | **At the completion of this module, students will be able to:**<br>1. Grasp basic marketing concepts and the evolution to digital.<br>2. Identify key components within digital marketing frameworks.<br>3. Develop a marketing-ready website for brand effectiveness.<br>4. Discuss digital marketing's importance in modern brand strategy. | 6 |
| Module 2: Digital Marketing Strategy | **At the completion of this module, students will be able to:**<br>1. Understand digital marketing strategy fundamentals and key frameworks.<br>2. Explain the marketing funnel and essential planning models.<br>3. Develop customer personas and map customer journeys.<br>4. Recognize performance marketing basics in strategic planning. | 10.5 |
| Module 3: Social Media Marketing | **At the completion of this module, students will be able to:**<br>1. Define and establish a brand voice for social media.<br>2. Identify content pillars and plan engagement campaigns.<br>3. Understand content marketing and its digital significance.<br>4. Gain insights into influencer marketing fundamentals. | 9 |
| Module 4: Social Media Advertising | **At the completion of this module, students will be able to:**<br>1. Learn to use Meta Ads Manager & Business Suite to create campaigns and target the right audience.<br>2. Get hands-on with campaign setup, budgeting, and optimization using Meta Pixel.<br>3. Master Google Ads for search & display campaigns, including keywords and bidding.<br>4. Create and manage TikTok & LinkedIn ads to reach the right audience and generate leads. | 30 |
| Module 5: Display & Video Advertising | **At the completion of this module, students will be able to:**<br>1. Have an overview of GDN (Google Display Network), its reach, and how to target audiences across websites, apps, and Google properties.<br>2. Experience a Practical session on creating and targeting a Google Display ad campaign.<br>3. Gain hands-on skills on further optimization of campaigns, including advanced targeting and performance tracking. | 15 |

# Program Outline

| Module | Module Learning Outcomes | Hours |
|---|---|---|
| Module 6:<br>Search Engine Marketing | **At the completion of this module, students will be able to:**<br>1. Overview of SEM and Google Ads, and how to drive traffic through search engine advertising.<br>2. Practical session on setting up and optimizing AI-powered search campaigns with Google Ads.<br>3. Learn and apply different bid strategies to maximize the effectiveness of search campaigns.<br>4. Introduction to Google Demand Gen campaigns and how to leverage them for targeting potential customers.<br>5. Basics of Search Engine Optimization (SEO) and its role in improving website visibility and organic search rankings. | 9 |
| Module 7:<br>Campaign Tracking & Analytics | **At the completion of this module, students will be able to:**<br>1. Overview of Analytics and Google Analytics, and its importance in tracking website performance.<br>2. Steps for setting up Google Analytics and configuring basic settings.<br>3. Learning how to set up events and conversion tracking to measure key actions.<br>4. Open discussion session for addressing questions and sharing insights on using Google Analytics. | 7.5 |
| Module 8:<br>AI in Marketing | **At the completion of this module, students will be able to:**<br>1. Introduction to Artificial Intelligence for Marketers and its role in transforming marketing strategies.<br>2. Overview of generative AI tools available for marketers, including content creation and automation tools.<br>3. How AI tools can be leveraged to enhance marketing efforts, from targeting and personalization to efficiency improvements. | 6 |
| Total Hours | | 93 |

# Evaluation Method

The final evaluation of the Digital Marketing Mastery Program is as below.

1. **Live Attendance:** Active attendance in live sessions is highly encouraged, with attendance contributing 10% to the final evaluation.

2. **Active Class Participation:** Engagement in class discussions is encouraged, and students can contribute up to 10% towards their final evaluation through meaningful contributions during sessions.

3. **Individual Assignment:** An individual assignment will be briefed at the end of Module 5. This assignment, contributing 40% to the final evaluation, will require students to present their work to a panel of evaluators who will assess the quality and depth of their submissions.

4. **MCQ Exam 1:** An MCQ-based exam covering content from Modules 1 to 4 will be held, contributing 20% to the final evaluation.

5. **MCQ Exam 2:** An MCQ-based exam covering content from Modules 5 to 8 will be held, contributing 20% to the final evaluation.

*A fee of Rs. 5000 will be charged for the evaluation of the individual assignment towards the end of the program

## Qualification and Certification Criteria

To qualify for the **Digital Marketing Mastery Program** certification, participants must achieve an overall weighted score of **65% or above**.

Upon successful completion of the program, students will receive **dual certification,** including the **Certificate in Digital Marketing** , validating their expertise in digital marketing fundamentals and advanced practices.



# APIDM Qualified Digital Badges




Credly by Pearson

In addition to the printed certificate, you will receive an APIDM Qualified Digital Badge upon your successful completion of The Digital Marketing Mastery Program. APIDM has partnered with Credly, the global leader in digital credential solutions, to provide you with a digital version of your Digital Marketing Mastery Program credential that you can use to showcase what you've accomplished.

This digital badge will contain information describing your credential and will allow you to easily share your achievement on LinkedIn and other public platforms.



# Program Convenor

To provide the best-possible learning experience to the participants of the Digital Marketing Mastery Program offered by APIDM, we are introducing the role of 'Program Convenor' to the program structure.

A program convenor (PC for short), is a resource person who continuously mentors and supports the participants of the DMMP. The program convenor is different from the regular resource persons who conducts the training sessions in the program. Your PC will play a mentoring role, throughout the course, helping you in your learning journey to ensure that you keep up with the roll out of the program content and syllabus, until completion.

# Attesting Your APIDM Certificate

This program is registered with the Tertiary and Vocational Education Commission (TVEC) under the name Certificate in Digital Marketing (CDM), which enables participants to receive the CDM certificate in alignment with recognized industry standards.

Upon successful completion of the Program, you will be awarded two certificates : the **Digital Marketing Mastery Program (DMMP)** certificate, which serves as your primary qualification, and the **Certificate in Digital Marketing (CDM)**.

For those intending to pursue opportunities abroad, the **CDM certificate** is eligible for attestation by the Foreign Ministry, making it suitable for international purposes. No additional examination or fee is required to obtain the CDM certificate, as both certifications are awarded to all participants who complete the program.

For further clarification or assistance regarding the certification and attestation process, please feel free to contact us.

# Frequently Asked Questions (FAQ)

**1. What is the duration of this course?**

The program runs for a total of 93 hours over a period of 6 months, including open discussions, MCQ exams, and individual assignment presentations.

**2. Is the program accredited?**

The Digital Marketing Mastery Program is endorsed by ATHE UK for maintaining the highest quality standards in digital marketing education. ATHE is a prestigious organization that provides Ofqual-regulated qualifications to training and higher education providers around the world. In addition to the ATHE-endorsed certificate, anyone who will successfully complete the Digital Marketing Mastery Program will receive a second certificate for the "Certificate In Digital Marketing" which is registered at TVEC Sri Lanka.

**3. Can this program be used for migration or foreign employment?**

By completing this program, you will acquire highly sought-after digital marketing skills and be equipped to work as a proficient digital marketing professional in any part of the world. Our students have secured lucrative digital marketing positions not only in Sri Lanka, but also in countries such as Cambodia, Australia, Qatar, and the Maldives.

**4. Can I get a job using this qualification?**

Yes. APIDM qualifications are already recognized by many employers in the region and most of our past students are successfully building careers in digital marketing. Our past students are currently employed at the most renowned organizations such as Dialog Axiata PLC, Hemas Holdings PLC, Aitken Spence PLC, SLT Mobitel, SINGER Sri Lanka, Abans PLC, Softlogic Holdings PLC, DIMO Lanka, Allianz Sri Lanka, Ogilvy Digital, Ikman.lk, Digibrush, zMessenger (Pvt) Ltd, eMarketingEye (Pvt) Ltd, Isobar Sri Lanka, Loops Integrated, PickMe, DFCC Bank PLC, Citizens Development Business Finance PLC (CDB), Hatton National Bank PLC, and many more.

**5. On the Certificate, is the ATHE logo displayed?**

Yes, the ATHE logo will be displayed on the printed certificate that you will receive at the completion of the program.

**6. Will there be a certification ceremony for the students that do the course ?**

Yes. We conduct a certification ceremony annually to recognize the achievements of our students.

**7. Will recordings of the 100% online program sessions be made available to students who miss them?**

Yes. All virtual classes will be recorded and will be uploaded to your LMS/ Course within 24 hours of the class completion.

**8. Can the recordings be downloaded?**

No. Students are only allowed to stream the recordings online.

**9. Can I get the lecture slide decks before the commencement of the lectures?**

Not always. Most lecturers prefer the students to pay attention to what is discussed live during the class. Getting the presentation slides in advance can disturb the planned class structure. Therefore, the slides will not be shared in advance. Further, most lecturers make last-minute adjustments to the slide deck just before the class. Therefore, the slides can only be shared after the class is over.

**10. How are the hands-on sessions done online?**

The resource person will do a demonstration and present an explanation. After the demonstration, students will be allowed to try it on their own. We have allocated sufficient time for this. Students may share their screens and ask for help from the resource person. Further, we use the "Breakout Rooms" feature on our virtual class platform to assign students to different groups and prompt them to do a hands-on activity as a group.

**11. How can I ask questions or clarify any doubts from the resource person while the lecture is taking place online?**

The resource person will give plenty of opportunities for you to ask questions and clarify during the live class. When such an opportunity is given during a class, you may unmute your phone and ask your question. On top of this, at the end of each module. There will be dedicated 30 minutes of open Q&A sessions which are dedicated to answering all the questions of the students related to each module.

**12. Where can I get technical support/assistance during the program?**

To ensure that you have access to technical support and assistance throughout the course, you will be assigned a dedicated Student Success Assosiate (SSA). Your SSA will be available to assist you with any queries or concerns that you may have. Please feel free to reach out to your SSA for any support that you require during the course.

**13. Is the live session attendance compulsory or can I only go through the recordings and sit for the exams?**

It is not compulsory, but it is highly recommended to attend the sessions live. Further, 10% of marks will be allocated for attending the live classes.

**14. If a student does not meet the initial qualification criteria, can they re-sit the exam? If so, when will the re-sit be scheduled, and will there be an associated fee?**

There will be a comprehensive exam comprising both multiple-choice and essay-type questions, covering all program modules. To pass this comprehensive exam, you must achieve a score of 80%. A fee of 5000LKR will be levied for each re-sit.

**15. What devices can I use to connect and how much data will I require?**

Laptop or desktop devices only. We do not recommend using mobile devices or tablets for live classes. Typically, a class of 1.5 hours, will consume 200MB to 250MB of data.

**16. Do I need to visit the institute to pay for the program fee?**

Not necessarily. You may use online banking or online payment facilities. Optionally, you may visit APIDM and make a card payment (NOTE: Cash payments at APIDM are not accepted).



# About Asia Pacific Institute of Digital Marketing

The Asia Pacific Institute of Digital Marketing (APIDM) was started in 2009 as the eBusiness Academy with the mission of upskilling marketing professionals for the digital age. Since then, we have helped transform careers for thousands of marketing professionals. APIDM focuses on delivering the best learning experiences for our students by continuously upgrading our program content and teaching techniques.

One of our strengths is in delivering live learning experiences online. However, we understand that 40% to 50% of students drop out from monotonous self-paced learning courses within a few days of enrollment. We wanted to change this attitude towards online learning and created programs blended with live online classes and self-paced learning materials.

More than 70% of our learners say their perception of online learning changed after completing a program at APIDM. More than 90% of our learners recommend our programs to their friends and colleagues. Become a competent digital marketing professional with APIDM and earn an unfair advantage in your career.

APIDM is led by a team of three renowned digital marketing professionals with over 25 years of combined experience in eMarketing, Search Marketing, and Social Media Marketing, growth marketing & eCommerce. Our panel represents the most qualified digital experts in the region with multimarket exposure who are awaiting to give the best learning experience to our student community.



# About the Panel of Trainers



**Amitha Amarasinghe**
**Co-founder / Chief Executive Officer - APIDM**

A Digital Marketing professional with over 20 years of experience, Amitha is one of the earliest adopters to the digital transformation wave in the profession of marketing. He is one of the most experienced digital strategists in Sri Lanka, and spearheaded digital strategy for some leading local and multinational brands.

Amitha also worked as the Chief Operating Officer for Neo@Ogilvy, one of the global advertising giants and served many local and multinational brands from 2010 to 2020. He is a visiting lecturer at the University of Sri Jayewardenepura on the subject of Digital Marketing, and he is the lead trainer at the Asia Pacific Institute of Digital Marketing ( APIDM ). As lead trainer at APIDM, he has upskilled more than 5,000 professionals and continues to guide businesses with advanced digital marketing, eCommerce, and AI-driven strategies. He has addressed many forums in the Digital Marketing and technology field held in Colombo, Mumbai, and Cambodia.

Amitha obtained his bachelor's degree in Marketing from the University of Sri Jayewardenepura and obtained a Master of Business Administration degree from the Postgraduate Institute of Management at the same university.



**Udara Dharmasena**
**Regional VP – Client Success Roar Global**

Udara Dharmasena is a digital marketing strategist, educator, and leader with over a decade of experience driving brand growth and engagement across social media, paid media, and digital platforms. He is currently the Regional VP, Client Success at RoarAdx, where he leads client strategy, growth, and success across the region. Udara is also recognized as Sri Lanka's first Meta Certified Lead Trainer and a Cannes Young Lions (Cyber Category, 2017) winner, reflecting his expertise in creativity and performance-driven marketing.

Passionate about mentoring the next generation of digital marketers, he combines strategic insight with hands-on execution to help brands achieve measurable results in an ever-evolving digital landscape.

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## Gayathri Seneviratne
**Independent Consultant**

Gayathri Seneviratne is a seasoned Digital and Data-Driven Strategist, Independent Consultant, and Lead Trainer at the Asia Pacific Institute of Digital Marketing (APIDM). Her expertise spans eCommerce, digital, and online brand marketing, with experience working across FMCG, travel, hospitality, fashion, retail, education, and finance sectors.

She specializes in revenue optimization, formulating data-driven online media strategies, managing eCommerce/ROI-driven campaigns, and developing online distribution channels. Her career highlights include roles as a Country Director for Google MSR (3P Media) and a Strategic Account Manager at Amadeus, overseeing e-distribution for hotels across a wide subcontinent region. She holds an MBA from Staffordshire University.



## Infas Iqbal
**Chief Marketing Officer - Saltside**

Infas is an expert in data-driven digital marketing with over 14 years of experience in the digital domain. He has hands-on exposure in Sri Lanka and different regions such as the Middle East, Africa, and South Asia.

Currently, he is Chief Marketing Officer at Saltside Group, which operates leading classified platforms in Sri Lanka (ikman.lk), Bangladesh (Bikroy.com), and Ghana (Tonaton.com). He has experience working in these regions.

Prior to joining Saltside in 2014, Infas was part of the founding team at Neo@Ogilvy Sri Lanka, driving digital marketing strategies and executions for multinational clients from various industries. Infas holds a Business Administration degree from Staffordshire University, UK.



## Chamara Peiris
**Experienced CTO and COO**

Chamara Peiris is a startup founder, ecosystem builder, and award-winning mentor with 20+ years of experience in tech, startups, and entrepreneurship. As the Head of Startup Ecosystem and founder of Launchpad, he supports startups in scaling their businesses, building innovative cultures, and navigating the broader tech and startup landscape.

An experienced CTO and COO, Chamara has led multiple teams through digital transformation, product innovation, and operational scaling. As an APIDM Certified Trainer, he shares his expertise in digital entrepreneurship, growth strategy, and ecosystem development empowering the next generation of innovators and startup leaders.



### Sivapathasundram Jathukulan
**Head of Digital Marketing at Dialog Group**

Jathukulan, a performance marketing professional with over 13 years of experience, is a specialist in driving business growth through effective online strategies, particularly with B2B lead generation. His areas of experience are B2B lead generation, PPC, social media marketing, search engine marketing, and search engine optimization. For a wide spectrum of businesses, Jathukulan has a proven track record of success in increasing conversions, generating leads, and driving online presence.

He has worked in multiple industries as a freelancer in the USA, Canada, UK, and Australia. Currently working as Head of Performance Marketing & Analytics at Roar Global



### Saduka Sachintha
**Head of Performance Marketing - WebLife**

Saduka Sachintha is a Facebook-certified and experienced paid media professional based in Sri Lanka. With over four years of hands-on experience in media planning, buying, and scheduling across various platforms, including Google and Facebook, he has worked with numerous well-known local and global brands.

Saduka received his bachelor's degree from the University of Jayawardenapura and began his career as a paid media professional at Ogilvy Digital.

He also served as a training partner for Facebook in Sri Lanka, helping small and medium-sized businesses to grow their presence on the platform. Beyond paid media, his expertise extends to content management and digital strategy, making him a well-rounded professional.



### Ihthisham Lye
**Marketing Manager at Ebony Holdings (Pvt) Ltd**

Ihthisham Lye is a seasoned marketing professional with over 13+ years of experience in digital marketing, design, e-commerce, and fashion retail. Holding a Postgraduate Diploma in Marketing and a National Diploma in Strategic Brand Management from the Sri Lanka Institute of Marketing, he has worked with brands like NOLIMIT, ODEL, and Beverly Hills Polo Club USA. Ihthisham combines traditional and digital marketing to create impactful strategies. As an executive member of the Digital Marketing Asso ciation of Sri Lanka, with certifications from Facebook and Google, he is committed to elevating Sri Lanka's digital ecosystem.



**Mohenesh Chamith Buthgumwa**
**Managing Partner - Dentsu Grant Group**

With over 20 years of experience in sales and marketing, he is Sri Lanka's most internationally and locally awarded marketer and currently serves as Vice President, Dentsu Communications at Dentsu.He was previously the A/Director–Digital Strategy at GroupM Sri Lanka and the Head of Digital for Team Unilever and Mindshare. Among the 110-plus awards he has won, he's the only person to be part of six Effie GOLD-winning teams, all of which were incidentally driven digitally.

He is the Managing Partner at Dentsu grant group. Over a career spanning more than two decades, he has held key roles including Head of Digital for Team Unilever and Mindshare Sri Lanka, and A/Director – Digital Strategy at GroupM Sri Lanka.

His leadership has resulted in over 160 industry awards, including an unmatched eleven Effie Golds, and he has secured Sri Lanka's two most prestigious global marketing awards. He is also a recognised thought leader in digital marketing, having contributed over 400 articles, lectures, and conference appearances, and trained more than 6,500 students and business owners in his career.



**Tharindu Karunarathne**
**Senior Manager Brands - Dialog**

Tharindu Karunarathne is a marketing leader with 13+ years of experience in brand strategy, digital transformation, and performance marketing. He currently leads Marketing and Communications at Phoenix Industries, driving award-winning campaigns and innovative brand initiatives.

In addition, Tharindu serves as Lecturer and Program Director of Diploma in Digital Driven Marketing Program at APIDM, mentoring the next generation of marketers in digital marketing and AI-driven business strategies. He is passionate about creating data-driven, impactful marketing solutions that connect with people and deliver measurable growth.



**Shahrana Fazal**
**Vice President - Global Growth at Enfection**

Shahrana is a strategic digital leader with over a decade of experience driving digital strategy and growth across APAC, ANZ, and Fortune 500 organisations. Her expertise spans data-driven strategy, global Pharma marketing transformation, and digital innovation with a focus on building scalable marketing ecosystems that connect strategy, technology, and performance to drive sustainable growth across international markets.



**Chandranath Gamage**
**Senior Manager - Paid Media Ogilvy Digital**

A paid media specialist with about a decade of agency-side experience, Chandranath Gamage is Senior Manager – Paid Media at Ogilvy Digital Sri Lanka. His work spans multinational and leading local brands across diverse industries, directing large-scale search, social, display, and programmatic initiatives while stewarding complex, multi-brand portfolios.

An APIDM Certified Trainer and visiting lecturer at the University of Sri Jayewardenepura and NSBM Green University, Chandranath brings practical, current market perspective to learning environments, with a focus on applied paid media and analytics.
Expertise includes full-funnel media strategy, audience development, cross-channel orchestration, and end-to-end campaign management—planning, budgeting, buying, pacing, and optimization. Known for collaborative leadership with brand, creative, and data teams, enabling scalable processes that serve varied categories and market objectives.



**Nelaka Jayasekara**
**Marketing Lead - Aventude**

With more than 8 years of experience across sales, marketing, and communications, Nelaka has worked across diverse industries, from driving a 22× growth in transaction value at MyFees.lk, to contributing to internal communications at Unilever Sri Lanka, and building the LinkedIn Ads Consultancy unit at Roar AdX, consulting for over 50 clients.

He served as the Head of Client Development at 3P Media, where he consulted brands like SriLankan Airlines on brand building and performance marketing on the Google Ads ecosystem. Currently, he works as a Marketing Lead at Aventude.



**Joson Chokatte**
**Head of Marketing - KallistoTech.**

Joson Chokatte holds a degree in Marketing Management from Manchester Metropolitan University (UK and over 10 years of experience as a Sales & Business Development Director in the marketing and technology industry.

He founded two technology and media companies – Xcendant, a technology products and services company and Ardent Studio a digital and gaming agency and has led teams of over 80+ professionals during his career.

His interests and expertise lie in SEO, Digital Marketing and Business Development. Throughout his career he has worked with top local and international brands in a variety of industries including, entertainment, F&B, technology, and apparel manufacturing.



**M. Rimzan Faiz**
**Client Success Manager - Meta at RoarADX**

Rimzan Faiz is a Meta-certified digital marketer and educator with deep expertise in eCommerce marketing, performance marketing, email and SMS marketing, push notifications, and SEO. He helps brands scale profitably across digital platforms with strategies rooted in real-world results.

With over 200+ corporate trainings delivered to marketers, agencies, and government bodies, Rimzan is known for turning digital confusion into clarity. From mastering Meta Ads to building high-performing funnels, he has helped teams across industries unlock measurable growth.

Rimzan currently works as the Client Success Manager – Meta at RoarADX, the official Meta (Facebook) representative in Sri Lanka. In this role, he provides advanced Meta Ads support and strategic consultations for businesses across the country and beyond.

Rimzan holds the highest number of Meta certifications in Sri Lanka and was among the first in the country to earn the prestigious Meta Marketing Science Professional badge.



**Dileena Fernando**
**Client Partner - Aleph Holding**

Dileena Fernando is a Client Partner at Aleph Holding and the official TikTok Media Sales Representative in Sri Lanka, specializing in TikTok advertising, digital strategy, and business growth. With extensive experience across top companies and entrepreneurial ventures, He helps brands maximize engagement, drive conversions, and achieve measurable digital marketing results.



**Adheesha Dharmakeerthi**
**Tech Head - Growth Anantaya**

Adheesha is an accomplished Growth Marketing Leader and Tech Strategist with over a decade of experience driving growth across FinTech, SaaS, EdTech, and D2C sectors.

A UK Global Talent (Exceptional Talent) Visa recipient, he has led marketing and growth functions at leading organizations including Alibaba Group, Axiata, and Wing Bank. Currently the Tech Head of Growth at Anantaya, Isuru is recognized for his expertise in performance marketing, digital analytics, and conversion optimization, and for his contributions to advancing digital innovation in Asia and the UK.

# "Yes, I want to enrol now"

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