



APIDM
Asia Pacific Institute
of Digital Marketing



Digital Marketing Mastery Program

Released in May 2024

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?

This course is encouraged for practicing marketing professionals with a minimum of one year of experience in Marketing, Brand Management, Sales Management, Social Media Marketing or any other Digital Marketing related field. The course is also suitable for entrepreneurs and business owners who wish to set up their online marketing activities in-house.

Course Outline

Module	Module Learning Outcomes	Hours
Module 1: Fundamentals of Digital Marketing	At the completion of this module, students will be able to: <ol style="list-style-type: none"> 1. Understand the fundamental principles of Digital Marketing. 2. Talk the same professional language associated with Digital Marketing when interacting with other professionals. 3. Have a better understanding of why digital is important in any brand's marketing campaign. 	14.5
Module 2: Strategic Digital Marketing Planning	At the completion of this module, students will be able to: <ol style="list-style-type: none"> 1. Map and easily navigate the digital ecosystem of a brand and identify strategically important digital touch points. 2. Conduct a Visibility & Engagement Audit and identify Visibility & Engagement loopholes of a brand and set the necessary objectives. 3. Prepare a winning strategic digital marketing plan including visibility strategy, engagement strategy and performance strategy for a brand. 4. Think as a digital strategist, rather than tackling everything in a tactical manner. 	20.5
Module 3: Content Marketing	At the completion of this module, students will be able to: <ol style="list-style-type: none"> 1. Get a better understanding of what Content Marketing is and how it differs from traditional forms of marketing and other digital marketing tactics. 2. Create a successful Content Marketing plan for a brand. 3. Understand what Influencer marketing is how it differs from using brand ambassadors. 4. Identify the right and most suitable influencers for a brand campaign. 5. Measure the success of Content Marketing and Influencer Marketing more accurately. 	7.5
Module 4 Social Media Marketing	At the completion of this module, students will be able to: <ol style="list-style-type: none"> 1. Develop and run organic social media campaigns to achieve maximum reach. 2. Utilize reputation management and social media management tools. 3. Efficiently execute advertising campaigns on Facebook, Instagram, LinkedIn, Twitter, and YouTube. 4. Optimize the performance of the social media advertising campaigns. 	25.75

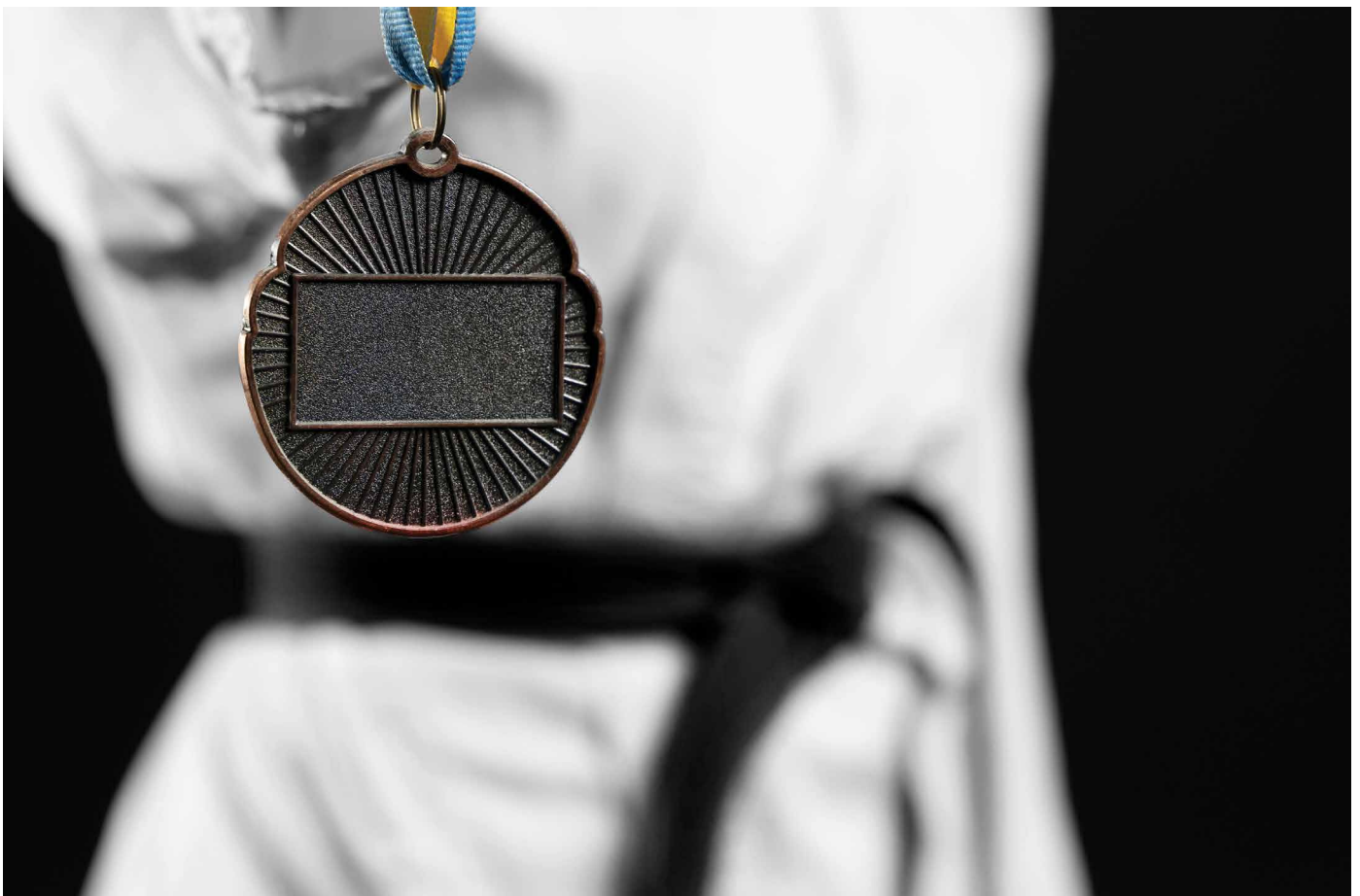
Course Outline

Module	Module Learning Outcomes	Hours
Module 5 Display & Video Advertising	<p>At the completion of this module, students will be able to:</p> <ol style="list-style-type: none"> 1. In-depth understanding of what display advertising is and how it can be used effectively for a brand. 2. Effectively set up Google Display Ad campaigns using advanced targeting methods. 3. Set up YouTube Video Ad campaigns using advanced targeting methods. 4. Set up re-marketing campaigns on Google Display Network. 5. Understand how third party ad-serving functions. 	11.25
Module 6 Search Engine Marketing	<p>At the completion of this module, students will be able to:</p> <ol style="list-style-type: none"> 1. Understand the differences of functionality between Search Engine Optimization (SEO) and Pay Per Click (PPC) Search Engine Marketing (SEM). 2. Conduct a detailed keyword research for a brand. 3. Work as a team with a SEO professional or agency to achieve a brand's SEO objectives. 4. Set up PPC SEM campaigns for a brand using Google Ads platform. 5. Measure and optimize Google PPC SEM campaigns. 	10
Module 7 Campaign Tracking & Analytics	<p>At the completion of this module, students will be able to:</p> <ol style="list-style-type: none"> 1. Understand what is web analytics and the importance of measurements in digital marketing. 2. Set up Facebook Pixel tracking for a website. 3. Read and analyze analytics data thereby being able to conduct informed discussions based on the data. 4. Utilize analytics data for better digital strategy planning for a brand. 	11.5
Module 8: AI in Marketing	<p>At the completion of this module, students will be able to:</p> <ol style="list-style-type: none"> 1. Identify how AI can enhance marketing efforts compared to traditional methods. 2. Understand how AI can automate tasks, analyze data, and personalize marketing campaigns. 3. Explore specific AI tools used for content creation, design, and marketing automation. 	11.5
Total Hours		94

Evaluation Method

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

1. **Live Attendance:** Students are encouraged to attend live classes, and attendance will be given a weightage of 10% in the final evaluation.
2. **Active Class Participation:** Students are encouraged to actively participate in class discussions with the potential to earn up to 10% for the final evaluation.
3. **Group Assignment:** There will be a group assignment based on Module 1 and 2 which will contribute 20% towards the final evaluation.
4. **Continuous Assessment:** There will be Quizzes at different stages of the program, and 30% of the weighted average of these assessments will be added to the final evaluation.
5. **Individual Assignment:** There will be an individual assignment which will be briefed at the end of module 5. It will contribute 30% towards the final evaluation.



APIDM Qualified Digital Badges



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 for Overseas Purposes

Following the successful completion of the Digital Marketing Mastery Program (DMMP), you will be awarded a certificate by APIDM, indicating your attainment of the required skills recognized by the Sri Lankan Digital Marketing Industry. Kindly note that this particular certificate cannot be attested by the foreign ministry.

However, if you have aspirations to pursue opportunities abroad, you have the option to undertake an MCQ exam to obtain an additional certificate titled 'Professional Certificate in Digital Marketing (PCDM)'. It's important to note that there is a fee associated with the MCQ exam. Notably, this certificate is eligible for attestation by the foreign ministry.

It's important to mention that there are no content alterations between DMMP and PCDM. Additionally, please be informed that we have formally registered DMMP with the Tertiary and Vocational Education Commission (TVEC) under the name Professional Certificate in Digital Marketing (PCDM).

If you require further clarification or assistance regarding the certification process, please don't hesitate to reach out to us.

Frequently Asked Questions (FAQ)

1. What is the duration of this course?

The program runs for 6-months including the exams and assignments. The program covers 101 hours in total, with recorded video lessons, assignments and open discussion hours. (All-inclusive).

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 "Professional Certificate In Digital Marketing" which is registered at TVEC Sri Lanka.

3. Can this course 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 the recorded sessions of the 100% online program be available for the students who missed lectures?

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 course?

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

13. How many examinations are conducted?

The program will include a final multiple-choice exam that covers all course content, as well as 11 ongoing assessments in the form of quizzes at various stages throughout the program. Additionally, a personal assignment will be required, which involves submitting a presentation.

14. 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.

15. If a student fails can she/he the exam? If so, when can the student re-sit and will there be a resit fee?

There will be a comprehensive exam comprising both multiple-choice and essay-type questions will be administered, covering all program modules and contributing 80% of the final grade. Moreover, an individual project will be assigned, accounting for 20% of the total marks. To pass the re-sit exam, you must achieve a score of 65%. Additionally, a fee of Rs. 5,000 will be levied for each re-sit.

16. 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.

17. Do I need to visit the institute to pay for the course 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).

18. Will there be payment plans?

Yes. Please discuss with your student coordination officer for more details.



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 15 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 since 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). He has addressed many forums in 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
VP – Client Success, Facebook ASP – Roar Global

An enthusiastic digital marketing professional based in Sri Lanka, Udara Dharmasena is currently working for Facebook ASP at Roar Global as the VP – Client Success and is also a lecturer at Asia Pacific Institute of Digital Marketing (APIDM). A strategic thinker and a marketer in pace with all the modern global trends, Udara has played a significant role in conceptualizing, planning and implementing digital marketing strategies for reputed brands across Sri Lanka.

A Post Graduate Diploma holder in Marketing from SLIM, Udara is known for his ability to think out of the box and generate ideas that deliver real results. He is well-known as an individual who likes to keep abreast with all the new digital marketing news and trends as well as share it with those to whom it matters the most.

With plenty of prior experience working in non-government organizations sector, Udara has played an undeniably important role in the Mobile for Development (Mobile4D) Projects implemented by Sarvodaya-Fusion in bringing Smartphone technologies to rural parts of Sri Lanka.

A dedicated and committed individual, Udara's specialty lies in the field of Paid Media. He is an active digital marketing trainer.



Gayathri Seneviratne
Country Director - 3P Media

Gayathri possesses over a decade of extensive experience in Digital Marketing, Online Branding and Communications Strategy, eCommerce, and Online Revenue Optimization. She currently serves as a distinguished professional at Roar Global, which is the official media sales representative of Google in Sri Lanka.

She is a member of the Chartered Institute of Marketing (MCIM) and holds a certification as a Google Partner. Prior to her tenure at Roar Global, Gayathri held a strategic position at Amadeus Hospitality, one of the largest travel technology companies in the world. There, she provided strategic direction to luxury hotels and resorts in the Indian subcontinent and Indian Ocean regions.

Gayathri holds a Master of Business Administration from Staffordshire University and a Bachelor of Science in Business Computing and Information Systems from the University of Wales. Her educational and professional achievements aptly demonstrate her exceptional aptitude and dedication to her field of expertise.



Chamara Peiris
Founder & CEO- Leeg

Chamara has over 15+ years of experience in the Digital and Technology space and has contributed both his knowledge and experience in tech start-ups in the past 10+ years. Chamara is currently the Founder & CEO of Leeg. Prior to starting Leeg, Chamara was the Founder & CEO at Next Digital Innovations (Pvt) Ltd and Chief Operating Officer at Moneyworkz.lk.

His exposure includes positions such as Chief Operating Officer at zMessenger, Chief Technology Officer at Yoho Bed, Director Marketing at Cinergix/Creately and Calcey Technologies. He Co-founded Xiteb (Pvt) Ltd and Minlo Technologies (Pvt) Ltd. Throughout his career, he has served client companies based in different parts of the world including UK, USA, Australia, New Zealand, Germany, Canada, and Latvia etc.



Infas Iqbal
Chief Marketing Officer - ikman.lk / Saltside

Infas is an expert in data-driven digital marketing with over 10 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 heads the global online marketing and ad operations for 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.



Mohenesh Chamith Buthgumwa
Vice President - Communications - Dentsu

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.

His work has resulted in the two most significant global marketing achievements to date for Sri Lanka. He has also served on jury panels for The Drum Awards, Cresta, Effies, NYF Advertising Awards, MMA Smarties, Dragons of Asia, and WINA World Independent Advertising Awards. In over seven years, his lectures have aided over 6,000 students and business owners in adopting digital media marketing. He is the most widely published digital marketing thought leader in Sri Lanka, with many of his articles appearing in the world's most prestigious publications. With over 400 articles, lectures, conference appearances, and a few quotes under his belt, he has become one of the industry's most followed thought leaders.



Adheesha Dharmakeerthi
Growth Marketing Leader in Tech

Adheesha is a renowned performance marketing leader in Sri Lanka, with a regional reputation specializing in tech. With over a decade of marketing experience of which 4 years in Tech marketing, he's worked with both multinational and local brands in Sri Lanka and Cambodia, focusing mainly on FinTech.

Adheesha has held pivotal roles in the recent years in his career, apart from his corporate success, Adheesha is a visiting lecturer at the Sri Lanka Institute of Marketing, a sought-after corporate trainer, and a consultant in digital marketing and technology. He is the youngest Doctoral(DBA) student of the first batch of Postgraduate Institute of Management (PIM-USJP) and has completed his MBA from the same institute (PIM-USJP). He holds a B.Sc (Hons) in Business Management(2nd Class Upper Division) from the University College of Dublin, Ireland. He is also a member of the prestigious Chartered Institute of Marketing (MCIM-UK) and the Computer Society of Sri Lanka (MCS-SL).



Umesh Weerasinghe
Manager - Performance Marketing - Ogilvy Digital Sri Lanka

Umesh is a highly skilled digital marketing professional with over 10 years of corporate work experience. She currently works as the Performance Marketing Manager at Ogilvy Digital. Her passion for the evolving digital era and up-to-date knowledge of effective marketing strategies in the industry make her an ideal resource person for your program.

Umesh has extensive hands-on experience in managing paid media and SEO campaigns, and she is qualified in Google AdWords and Google Analytics. Additionally, she has worked with Bing Advertising, Google Tag Manager, and various e-commerce platforms such as Magento, Interspire, and BigCommerce, as well as IBEs and WordPress. Umesh holds a qualification from the Chartered Institute of Marketing and digital marketing qualifications.



Tharindu Karunarathne
Manager - Marketing and Communication at Phoenix Industries

Tharindu is an accomplished marketing professional with over 10 years of experience in Branding, Sales, and Digital Marketing. His track record includes leading successful marketing campaigns for product launches, rebranding, and relaunching initiatives. Tharindu's dedication to customer commitment was recognized when he received the 'Best Customer Commitment Superstar' award from Daraz for his outstanding contributions during his tenure as Assistant Manager for Marketing & E-Commerce.

Currently serving as Manager for Marketing and Communication at Phonix Industries, Tharindu has also held roles at Diesel & Motor Engineering PLC (DIMO) and Amana Takaful PLC. He is a Member of the Chartered Institute of Marketing (UK) and an Associate Member of the Sri Lanka Institute of Marketing (AMSLIM). Furthermore, Tharindu is a professional with a Master of Business Administration from the University of Wolverhampton (UK).



Chandranath Gamage
Manager - Digital - Ogilvy Digital

Having worked for a good number of both local and global brands in Banking, FMCG, Insurance, Education and Healthcare industries in terms of digital media planning / buying and strategy, Chandranath Gamage is currently heads the paid media team at Ogilvy Digital.

Following his graduation from University of Sri Jayewardenepura (USJP) with a BSc. Marketing (Special) degree, he then became a qualified digital marketer with reputed professional qualifications. He has been serving the industry for 6+ years as a digital marketer and has tried out reaching new horizons in everything he undertook, making sure the maximum return is grabbed from the investment done.

He is currently serving as a visiting lecturer at the University of Sri Jayewardenepura for Digital Marketing and has participated in several events and knowledge forums as a trainer and a resource person.



Saduka Sachintha
Head of Department Google Ads - GrowMoFo

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. Currently, he heads the Google Ads Department at GrowMOFO Australia.

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.

“Yes, I want to enrol now”

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Contact Shasindu

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