Empowering Minds, Shaping Future




# Diploma in

# DIGITAL MARKETING

# 2026




Course code

**FMCDDM26403**

**TT METRO CAMPUS**
No 11 A1,Galle Road ,Mount Lavinia. SriLanka

011 4319 996 | 077 2270 348

www.techlinktechnology.com | ttmetrocampus.com

# Diploma in DIGITAL MARKETING

## PROGRAMME MODULES

### Semester 1

- Introduction to Digital Marketing.
- Search Engine Optimization (SEO).
- Social Media Marketing (SMM).
- Search Engine Marketing (SEM / Google Ads).

### Semester 2

- Content Marketing.
- Email Marketing.
- Web Analytics & Reporting.
- Digital Marketing Project / Practical.

## ABOUT

| | |
|---|---|
| DURATION | : 04 MONTHS |
| AWARDING BODY | : OFQUAL REGULATED |
| EVALUATION METHOD | : ASSESSMENT BASED |
| MODE OF LECTURES | : ONLINE I ONSITE |

## FEE STRUCTURE

| | |
|---|---|
| PROGRAMME FEE | : RS.29 500 |
| INITIAL PAY | : RS.2 600 |
| MONTHLY | : RS.7 400 X 6 |

## ENTRY REQUIREMENTS

**students those who sat for O/L's**

OR

RELEVANT PROGRAMMES

OR

**students those who are willing to follow**

## RECOGNITION

OFQUAL REGULATED
GLOBALLY RECOGNIZED
FOREIGN MINISTRY APPROVED
EMBASSY ATTESTATION
WES APPROVED
UK NARIC APPROVED

www.techlinktechnology.com 011 4319 996 | 077 2270 348



# OUR PARTNERS

## EXCLUSIVE COUNTRY PARTNER

METROPOLITAN SCHOOL OF BUSINESS AND MANAGEMENT UK

महात्मा गांधी काशी विद्यापीठ

PLC Pacific Link College

## REGULATED AWARDING BODIES

nqual. APPROVED CENTRE

athe AWARDS FOR TRAINING AND HIGHER EDUCATION

CPD CERTIFIED The CPD Certification Service

## ACCREDITED UNIVERSITIES

TRINITY WESTERN UNIVERSITY

AMERICAN COLLEGE

FOM Hochschule für Oekonomie & Management University of Applied Sciences

NOIDA INTERNATIONAL UNIVERSITY

MODY UNIVERSITY

VIGNAN'S ONLINE

Marwadi University

Sheffield College Australia

ERICAN COLLEGE yes, you can

JGI JAIN

## RANKINGS & RECOGNITIONS

INTERNATIONAL ASSOCIATION OF UNIVERSITIES

IAS ACCREDITED Training Agency

WES WORLD EDUCATION SERVICES

UKENIC Services provided by Ecctis

MoFA

SCE

UGC Recognized

THE WORLD UNIVERSITY RANKINGS

Ofqual Office of Qualifications and Examinations Regulation

## TRAINING PARTNERS

Next Learners

ttc Trusted Training & Compliance

SS&Co.

EASTERN TOUR RIDE

## DISTRICT OFFICES

### Batticaloa

19, Sarvana Road,
Kallady,
Batticaloa
077 4929121
www.techlinktechnology.com

### Ampara

255, Ampara Road,
Sammanthurai.
071 0102093
www.techlinktechnology.com

### Trincomalee

58, Aazath Nagar, Kiliveddy
Muthur, Trincomalee
075 5433112
www.techlinktechnology.com

### Nuwara Eliya

Dessford Estate,
Loarn Division,
Nanuoya
076 0700276
www.techlinktechnology.com

# RECOGNIZATION BY

Ofqual Office of Qualifications and Examinations Regulation

## NQUAL


Sample

nqual.

PROUDLY CERTIFIES THAT

Sample

HAS SUCCESSFULLY COMPLETED THE NQUAL ENDORSED PROGRAMME

Level 5 Endorsed Higher National Diploma in Civil Engineering

**Awarded On:** 20/06/2025
**Certificate Number:** INT311-000-414
**Candidate ID:** INT311-200534
**Approved Centre:**

Ashley Robertson
Group Director Signature

www.nqual.co.uk admin@nqual.co.uk

nqual.


Sample

nqual.

UNIT TRANSCRIPT

NQual Endorsed Programme – Level 5 Endorsed Higher National Diploma in Civil Engineering

Is Awarded To:

Having Successfully Completed The Following Units:

| Unit Number | Unit Title | Results |
|---|---|---|
| 1 | Construction Practice and the Environment | Pass |
| 2 | Civil Engineering Construction | Pass |
| 3 | Environmental Engineering and Professional Development | Pass |
| 4 | Ground Engineering | Pass |
| 5 | Engineering Skills | Pass |
| 6 | Mathematics and Applied Mechanics | Pass |
| 7 | Structural Analysis and Design | Pass |
| 8 | Highway and Transportation Engineering | Pass |
| 9 | Project Planning & Cost Estimation | Pass |
| 10 | Advanced Soil Mechanics & Geotechnics | Pass |
| 11 | Construction Law & Contracts | Pass |
| 12 | Individual Research Project (Capstone) | Pass |

Sample

**Total Credits:** 240 **Candidate ID:**
**Programme Start Date:** 09/04/2023
**Programme Completion Date:** 20/04/2025
**Awarded On:** 20/06/2025

Ashley Robertson
Group Director Signature

www.nqual.co.uk admin@nqual.co.uk

nqual.

# RECOGNIZATION BY

Ofqual Office of Qualifications and Examinations Regulation

## NQUAL



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BRITISH COUNCIL
British Council
49 Alfred House Gardens
Colombo 00300, Sri Lanka
T +94 (0) 11 4521521
F +94 (0) 11 2587079
www.britishcouncil.lk

PROUDLY CERTIFIES THAT

[redacted]

HAS SUCCESSFULLY COMPLETED THE NQUAL ENDORSED PROGRAMME

Endorsed Higher National Diploma in Quantity Surveying

Awarded On: 12/05
Certificate Number:
Candidate ID:
Approved Centre: E

Verified as a true copy of the original
M. Dominic Hudson
Country Exams Director,
British Council
Date: 17.06.2025

Ashley Robertson
Group Director Signature

www.nqual.co.uk admin@nqual.co.uk

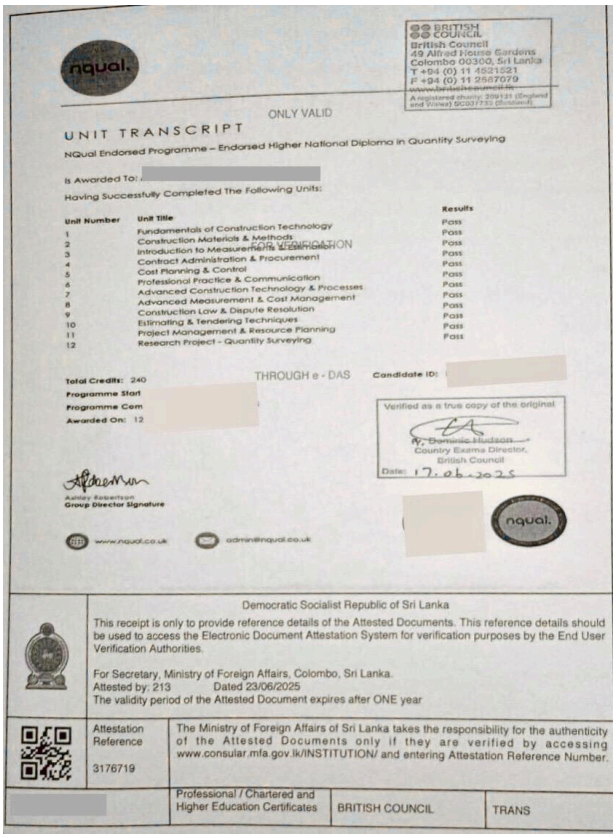
Democratic Socialist Republic of Sri Lanka

This receipt is only to provide reference details of the Attested Documents. This reference details should be used to access the Electronic Document Attestation System for verification purposes by the End User Verification Authorities.

For Secretary, Ministry of Foreign Affairs, Colombo, Sri Lanka.
Attested by: 213 Dated 23/06/2025
The validity period of the Attested Document expires after ONE year

| Attestation Reference | The Ministry of Foreign Affairs of Sri Lanka takes the responsibility for the authenticity of the Attested Documents only if they are verified by accessing www.consular.mfa.gov.lk/INSTITUTION/ and entering Attestation Reference Number. |
|---|---|
| 3176716 | |

| | | | |
|---|---|---|---|
| [redacted] | Professional / Chartered and Higher Education Certificates | BRITISH COUNCIL | DIPLOMA |



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BRITISH COUNCIL
British Council
49 Alfred House Gardens
Colombo 00300, Sri Lanka
T +94 (0) 11 4521521
F +94 (0) 11 2587079
www.britishcouncil.lk

ONLY VALID

UNIT TRANSCRIPT

NQual Endorsed Programme – Endorsed Higher National Diploma in Quantity Surveying

Is Awarded To: [redacted]

Having Successfully Completed The Following Units:

| Unit Number | Unit Title | Results |
|---|---|---|
| 1 | Fundamentals of Construction Technology | Pass |
| 2 | Construction Materials & Methods | Pass |
| 3 | Introduction to Measurement & Estimation | Pass |
| 4 | Contract Administration & Procurement | Pass |
| 5 | Cost Planning & Control | Pass |
| 6 | Professional Practice & Communication | Pass |
| 7 | Advanced Construction Technology & Processes | Pass |
| 8 | Advanced Measurement & Cost Management | Pass |
| 9 | Construction Law & Dispute Resolution | Pass |
| 10 | Estimating & Tendering Techniques | Pass |
| 11 | Project Management & Resource Planning | Pass |
| 12 | Research Project - Quantity Surveying | Pass |

FOR VERIFICATION
THROUGH e - DAS

Total Credits: 240
Programme Start
Programme Com
Awarded On: 12

Candidate ID: [redacted]

Verified as a true copy of the original
M. Dominic Hudson
Country Exams Director,
British Council
Date: 17.06.2025

Ashley Robertson
Group Director Signature

www.nqual.co.uk admin@nqual.co.uk

Democratic Socialist Republic of Sri Lanka

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For Secretary, Ministry of Foreign Affairs, Colombo, Sri Lanka.
Attested by: 213 Dated 23/06/2025
The validity period of the Attested Document expires after ONE year

| Attestation Reference | The Ministry of Foreign Affairs of Sri Lanka takes the responsibility for the authenticity of the Attested Documents only if they are verified by accessing www.consular.mfa.gov.lk/INSTITUTION/ and entering Attestation Reference Number. |
|---|---|
| 3176719 | |

| | | | |
|---|---|---|---|
| [redacted] | Professional / Chartered and Higher Education Certificates | BRITISH COUNCIL | TRANS |

# Our International Collaborations











# RECOGNIZATION BY




## MSBM

METROPOLITAN
SCHOOL OF BUSINESS AND MANAGEMENT UK

This Certifies that

[redacted]

Has successfully met the requirements for and was awarded an
**INTERNATIONAL HIGHER DIPLOMA (EXTENDED LEVEL 5) in**

**Information Technology**

20th Of September 2024.

Programme Coordinator

Certificate Number: [redacted]

President

Approved Centre For:

CPD
Corporate Member
The CPD Certification Service

UKRLP UK Register of Learning Providers
No - 10096812
in partnership with
GIRNE AMERICAN UNIVERSITY

othm qualifications
IAU
RUSHFORD

The content of this course has been independently certified as conforming to universally accepted **Continuous Professional Development (CPD)** guidelines.
Metropolitan School of Business and Management UK (MSBM) is registered in England and Wales. **www.msbm.org.uk** | R - SC799382

THIS IS A NON CREDIT BEARING PROGRAMME

SAMPLE

## MOFA

AF3.5

METROPOLITAN
SCHOOL OF BUSINESS AND MANAGEMENT UK

This Certifies that ONLY VALID [redacted]

Has successfully met the requirements for and was awarded an
**INTERNATIONAL HIGHER DIPLOMA (EXTENDED LEVEL 5) in**

**Information Technology**

20th [redacted] 2024.

FOR VERIFICATION

Programme Coordinator

Certificate Number: [redacted]

THROUGH e - DAS

President

Approved Centre For:

CPD
Corporate Member
The CPD Certification Service

UKRLP UK Register of Learning Providers
No - 10096812
in partnership with
GIRNE AMERICAN UNIVERSITY

othm qualifications
IAU

**Democratic Socialist Republic of Sri Lanka**

This receipt is only to provide reference details of the Attested Documents. This reference details should be used to access the Electronic Document Attestation System for verification purposes by the End User Verification Authorities.

For Secretary, Ministry of Foreign Affairs, Colombo, Sri Lanka.
Attested by: 216 Dated 27/02/2025
**The validity period of the Attested Document expires after ONE year**

| | | | |
|---|---|---|---|
| | Attestation Reference 3020365 | The Ministry of Foreign Affairs of Sri Lanka takes the responsibility for the authenticity of the Attested Documents only if they are verified by accessing **www.consular.mfa.gov.lk/INSTITUTION/** and entering Attestation Reference Number. | |
| [redacted] | Professional / Chartered Certificates Foreign | HIGH COMMISSION OF SRI LANKA IN LONDON UNITED KINGDOM | DIPLOMA |

SAMPLE

# RECOGNIZATION BY




## UGC

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பல்கலைக்கழக மானியங்கள் ஆணைக்குழு
UNIVERSITY GRANTS COMMISSION

My Number: UGC/AC/Recog-Forg/18
Post Office Box: 1406
Your Number:
20, வார்ட் லாவத்த, கொழும்பு 07, இலங்கை.
20, வார்ட் இடம், கொழும்பு 7, இலங்கை.
20, Ward Place, Colombo 07, Sri Lanka.

25th June 2025

**MAHATMA GANDHI KASHI UNIVERSITY [MAHATMA GANDHI KASHI VIDYAPEETH (MGKV)] – INDIA**

This has reference to the request made by Ms. M N Fathima Rinza, Chief Executive Officer and Director of International Affairs with regard to the recognition of the Mahatma Gandhi Kashi University [Mahatma Gandhi Kashi Vidyapeeth (MGKV)], India.

Please note that the Public Administration Circular No. 16/92 dated 13th March 1992 has provision to recognize universities and Higher Educational Institutions in different Countries of the World.

Accordingly, in terms of the decision taken by the Commission at its 1106th meeting held on 27th July 2023 the University Grants Commission recognizes Universities that are listed in the following International Publication/Database which are authentic sources of information on Universities and Higher Educational Institutions in different Countries of the World.

1. Commonwealth Universities Yearbook
2. World Higher Education Database

University of Wolverhampton, Wulfruna Street, Wolverhampton, WV1 1LY, United Kingdom is a University listed in the World Higher Education Database published by the International Association of Universities as at 25th June 2025.

Therefore, as the Mahatma Gandhi Kashi University [Mahatma Gandhi Kashi Vidyapeeth (MGKV)], India is listed in the above Database, it is recognized.

This letter is issued at the request of Ms. M N Fathima Rinza, Chief Executive Officer and Director of International Affairs, Techlink Technology Campus (PVT) LTD, No. 11 A/1, Galle Road, Mount Lavinia.

H.D. Rasika Karunarathna
Deputy Secretary/ Academic Affairs
for Secretary

H.D.R. Karunarathna
Deputy Secretary / Academic Affairs
University Grants Commission
No. 20, Ward Place
Colombo - 07.

Telephone: 2695301, 2695302, 2695357
AC/10-2024-July
Fax: 2688045
Website: http://www.ugc.ac.lk

## APPOSTILE (UK)

Certified to be a ~~true copy~~ / an original document on 13/11/24

**APOSTILLE**
(Convention de La Haye du 5 octobre 1961)

1. **Country:** Pays / País: United Kingdom of Great Britain and Northern Ireland
   **This public document** Le présent acte public / El presente documento público
2. **Has been signed by** a été signé par ha sido firmado por: Gerard Philip Davis
3. **Acting in the capacity of** agissant en qualité de quien actúa en calidad de: Solicitor
4. **Bears the seal / stamp of** est revêtu du sceau / timbre de y está revestido del sello / timbre de: Not Applicable

**Certified**
Attesté / Certificado

5. **at** á / en: London
6. **the** le / el día: 13 November 2024
7. **by** par / por: His Majesty's Principal Secretary of State for Foreign, Commonwealth and Development Affairs
8. **Number** sous no / bajo el numero: APO-UMZC-6NQD-5D7U-EDCN
9. **Seal / stamp** Sceau / timbre Sello / timbre
10. **Signature** Signature Firma: S. Kennedy

Leg/2024/570

I certify that without any ... to its contents the signature ... hereon is that of the duly authorised officer ...

For High Commissioner

This Apostille is not to be used in the UK and only confirms the authenticity of the signature, seal or stamp on the attached UK public document. It does not confirm the authenticity of the underlying document. Apostilles attached to documents that have been photocopied and certified in the UK confirm the signature of the UK official who conducted the certification only. It does not authenticate either the signature on the original document or the contents of the original document in any way.

If this document is to be used in a country not party to the Hague Convention of the 5th of October 1961, it should be presented to the consular section of the mission representing that country.

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AUTHENTICATION REFERENCE
CM45 0677
PROVIDED BY
www.hagueapostille.co.uk

# PROGRAMME OUTCOME

This comprehensive Diploma equips learners with essential digital marketing knowledge and hands-on skills, preparing them for careers in online marketing, branding, advertising, and digital business growth.

- **Understand and apply fundamental digital marketing concepts and strategies.**
- **Plan and execute social media marketing campaigns effectively.**
- **Create and manage content for digital platforms.**
- **Apply Search Engine Optimization (SEO) and Search Engine Marketing (SEM) techniques.**
- **Manage Google Ads and social media advertising campaigns.**
- **Use email marketing tools and automation strategies.**
- **Analyze digital marketing performance using analytics and reporting tools.**
- **Apply branding, online reputation, and customer engagement strategies.**
- **Use digital tools and platforms for campaign management.**
- **Demonstrate professional communication, creativity, teamwork, and ethical practices.**

This practical Diploma ensures learners can promote brands online, manage digital campaigns, analyze results, and perform confidently in marketing roles, freelance projects, and business environments.

# PROGRAMME OVERVIEW

| | |
|---|---|
| ENTRY REQUIREMENTS | Students those who sat O/L's<br>Any Relevant Professional Skills<br>Students those who are willing to follow this |
| COURSE DURATION | 04 Months |
| CLASS TIME | Weekly 2 or 3 Classes<br>( Flexible Time ) |
| MEDIUM | English \| Tamil |
| MODE | Online \| On-site |
| AVAILABILITY OF CLASS RECORDINGS | Yes |
| STUDY MATERIALS & LECTURE NOTE | Upon enrolment, each student will receive a dedicated username and password to access the Learning Management System (LMS) |
| QUALIFICATION STRUCTURE | This qualification is structured to meet aligned with internationally recognised curriculum standards. The content is carefully designed to ensure academic depth, practical relevance, and progressive skill development across key thematic areas. |

# INSTALLMENT STRUCTURE

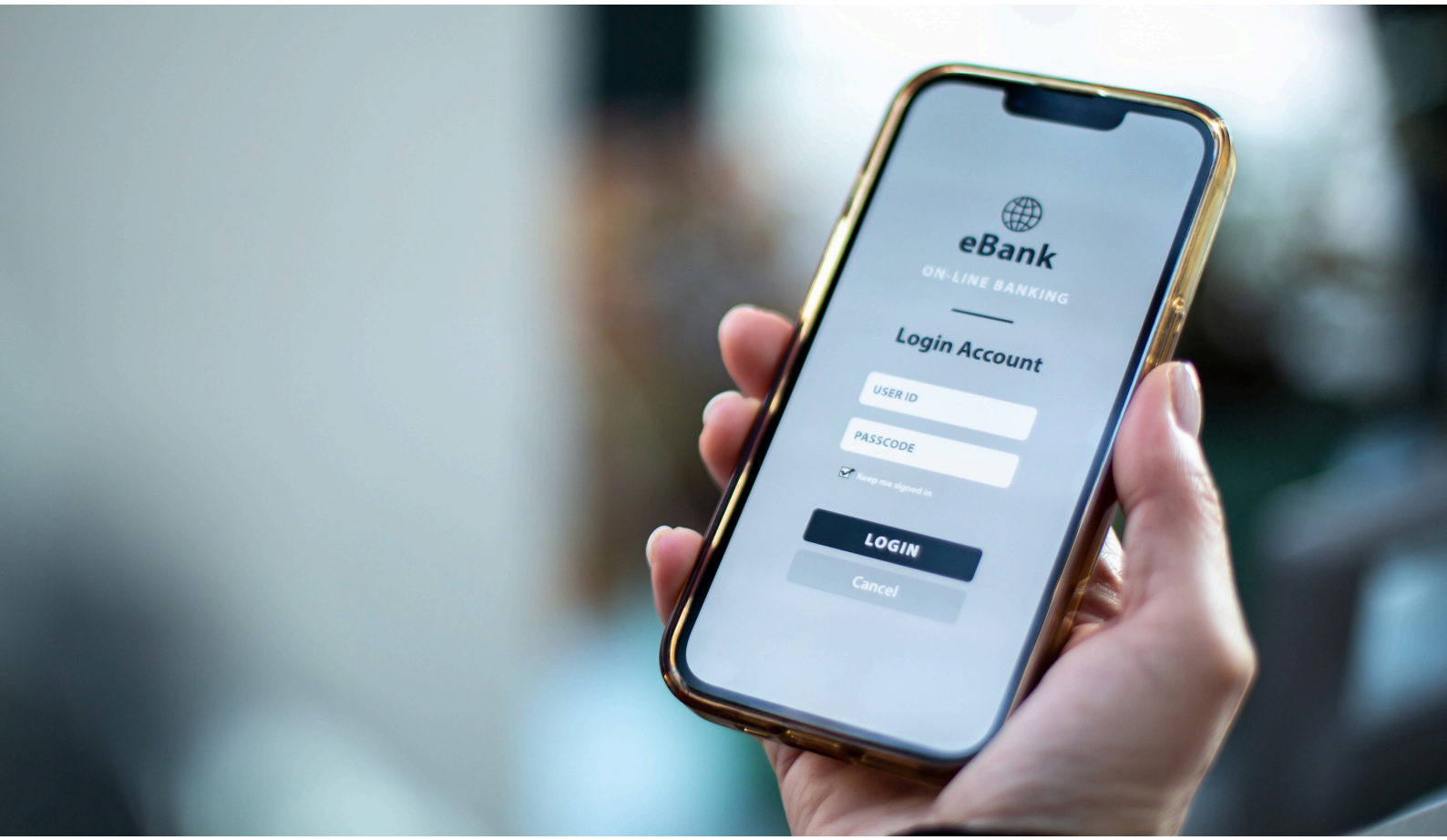
| DETAILS | REGULAR PAY | SINGLE PAY | REMARK |
|---|---|---|---|
| REGISTRATION FEE | | LKR. 2 600 | - |
| COURSE FEE | LKR. 29 500 | - | - |
| E-CERTIFICATE | FREE | | - |
| PRINTED CERTIFICATE | FREE | | Students may collect their certificates / documents in person from the campus. Alternatively , a courier deliver option is available upon request. In such cases, the students will be responsible for the courier charges payable at the time of dispatch. |
| PRINTED TRANSCRIPT | FREE | | |
| INTERNATIONAL DIPLOMA CERTIFICATE FEE | FREE | | Upon successful completion of the course, you will be eligible to apply for the Masters. Please note that this is optional and subject to additional terms and conditions |
| CONVOCATION FEE | The convocation fee applies only to students who wish to participate in the ceremony. It will be waived for non-participants. The fee may vary based on venue and timing, but will follow the standard market rate. | | |

# BANK DETAILS

## Bank of Ceylon

- Account Name: Techlink Technology Campus (PVT) LTD
- Account Number: 94929233
- Bank Name: Bank of Ceylon(BOC)
- Branch: Kalmunai Branch

*Please email / DM the bank slip to the following email address OR Whatsapp Number*
*co.techlink@gmailcom | 077 2270348*




www.techlinktechnology.com
www. ttmetrocampus.com

011 431 9996 | 077 227 0348

No 11, A1, Galle Road, Mount Lavinia

# MORE ABOUT TT METRO CAMPUS

@TT Metro Campus

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SCAN HERE




**Empowering Minds, Shaping Future**