

Empowering
Minds,
Shaping
Future



Diploma in DIGITAL MARKETING

2026

Course code
FMCDMM26403



TT METRO CAMPUS

No 11 A1, Galle Road, Mount Lavinia, Sri Lanka



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 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

OUR PARTNERS

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REGULATED AWARDING BODIES



ACCREDITED UNIVERSITIES



RANKINGS & RECOGNITIONS



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



NQUAL



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Ofqual Office of
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and Examinations
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F +94 (0) 11 2587079
www.britishcouncil.lk
A registered charity, 200133 (England
and Wales) 00307733 (Sri Lanka)

PROUDLY VERIFIES THAT

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
R. 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

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UNIT TRANSCRIPT

NQUAL Endorsed Programme – Endorsed Higher National Diploma in Quantity Surveying

Is Awarded To:

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

Total Credits: 240 THROUGH e - DAS
Programme Start
Awarded On: 12

Candidate ID:

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

Ashley Robertson
Group Director Signature

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MAHATMA GANDHI
KASHI VIDYAPITH



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RANKINGS AND RECOGNITIONS



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SCHOOL OF BUSINESS AND MANAGEMENT UK

This Certifies that

Has successfully met the requirements for and was awarded an
INTERNATIONAL HIGHER DIPLOMA (EXTENDED LEVEL 5) in
Information Technology
20th Of September 2024.

Certificate Number:



Approved Centre For:


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othm qualifications


IQU


RUSSHOND


Programme Coordinator


President

The content of this course has been independently certified as conforming to universally accepted Continuous Professional Development (CPD) guidelines.
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THIS IS A NON CREDIT BEARING PROGRAMME.



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SCHOOL OF BUSINESS AND MANAGEMENT UK

This Certifies that **ONLY VALID**

Has successfully met the requirements for and was awarded an
INTERNATIONAL HIGHER DIPLOMA (EXTENDED LEVEL 5) in
Information Technology
20th Of September 2024.

Certificate Number:


THROUGH e - DAS

Approved Centre For:


Corporate Member
The CPD Certification Service


UK Register of Learning Providers
No - 10096812
in partnership with


GIRNE AMERICAN UNIVERSITY


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Programme Coordinator


President

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 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.		
	Professional / Chartered Certificates Foreign	HIGH COMMISSION OF SRI LANKA IN LONDON UNITED KINGDOM	DIPLOMA

RECOGNIZATION BY



 විශ්වවිද්‍යාල පුරිතාදන කොමිෂන් සභාව பல்கலைக்கழகப் பரிந்துரைக் குழு UNIVERSITY GRANTS COMMISSION			
සබැඳි අංකය අංකය No Number	UGC/AC/Recog-Forg/1B	සබැඳි අංකය අංකය No Number	1406
ඔබගේ අංකය අංකය Your Number		20, වර්ඩ් ප්ලේස්, කොළඹ 07, ශ්‍රී ලංකාව. 20, Ward Place, Colombo 07, Sri Lanka.	
25 th 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 13 th 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 1106 th meeting held on 27 th 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 25 th 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 Karunaratna Deputy Secretary / Academic Affairs for Secretary		H.D.R. Karunaratna Deputy Secretary / Academic Affairs University Grants Commission No. 20, Ward Place Colombo - 07.	
දුරකථන தொலைபேசி Telephone	3696331 2696302 2692357	දුරකථන தொலைபேசி Fax	268845
අයි.එම්.එස්. අංකය இ.எம்.எஸ். எண் Website		http://www.ugc.ac.in	



APPOSTILE (UK)

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APOSTILLE
(Convention de La Haye du 5 octobre 1961)

1. Country: United Kingdom of Great Britain and Northern Ireland Pays / País:		CONSULAR SECTION 18 DEC 2024
This public document Le présent acte public / El presente documento público		19 DEC 2024 19 DEC 2024 19 DEC 2024
2. Has been signed by a été signé par / ha sido firmado por Gerard Philip Davis		Leg 2024/570 I certify that without any attachment to its contents the signature of the duly authorised officer of the High Commission
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 à / 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 número APO-UMZC-6NQD-5D7U-EDCN	10. Signature S. Kennedy Signature Firma SK	
9. Seal / stamp Sceau / timbre Sello / timbre 		

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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
Any Relevant Professional Skills
Students those who are willing to follow this

COURSE DURATION

04 Months

CLASS TIME

Weekly 2 or 3 Classes
(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
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011 431 9996 | 077 227 0348



No 11, A1, Galle Road, Mount Lavinia

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