

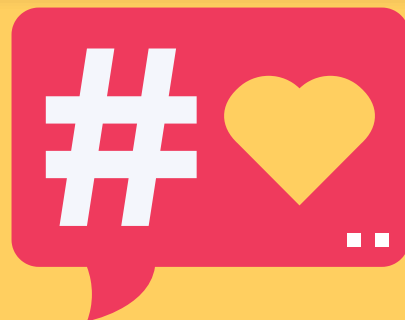
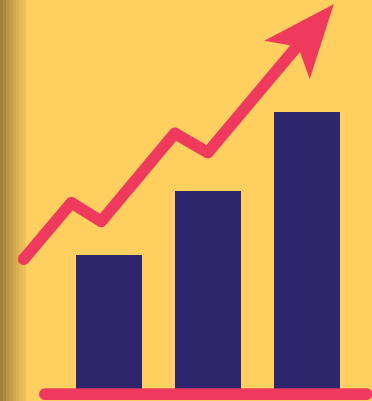


CPD
CERTIFIED
The CPD Certification
Service

aib
www.aibedu.org

CERTIFICATE IN DIGITAL MARKETING

ACADEMY OF INTERNATIONAL BUSINESS





ABOUT US

AIB Sri Lanka has successfully been in operation since 2015. AIB has developed several recognized educational programs that interest today's generation while providing a stepping stone towards your preferred career pathway.

- ▶ Certificate in Graphic Designing CPD UK
- ▶ Certificate in Digital Marketing CPD UK
- ▶ Diploma in Graphic Designing CPD UK
- ▶ Diploma in Digital Marketing CPD UK/ABE UK
- ▶ Masters in Digital Marketing
- ▶ Diploma in Business Management Level 4/5/6
- ▶ Project Management
- ▶ Bachelor of Arts in Marketing
- ▶ IELTS

WHAT SETS US APART?

Several programs endorsed by **globally recognised awarding bodies** such as CPD UK, ABE UK, PRINCE2.


Programs by Universities such as:
- **Guglielmo Marconi University**, Italy
- **Charisma University**, USA


Several student **discounts** and monthly **payment plans**.

Experienced, friendly, **industry-based lecture panel** for the best education experience.

CONTACT US

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 Email: marketing@aibstudy.org

 Instagram: [@aibsrilanka](https://www.instagram.com/aibsrilanka)

 Facebook: AIB

CERTIFICATE IN DIGITAL MARKETING (CPD UK)

Operating in a dynamic digital environment that constantly demands unique digital marketing skills which are enhanced through this program and recognized by a well-reputed awarding body, CPD UK. The Certificate in Digital Marketing program shapes ambitious and young students into confident and qualified individuals according to industry's requirements.

Entry Requirements

- Moderate knowledge of English
- 3 O/L passes (in any field)
or
- 2 A/L passes (in any field)



COURSE CONTENT

1. Introduction to Digital Marketing
2. Social Media Marketing
3. Digital Marketing Trends
4. Digital Marketing Platforms
5. Digital Marketing opportunities for startup firms
6. Effective Utilisation of Social Media
7. Digital Business Management
8. Essentials of Working in a Digital Agency



CAREER OPPORTUNITIES

- SEO specialist
- Social media manager
- Digital Marketing manager
- Content marketing specialist
- E-commerce specialist
- Email marketing specialist

WHAT OUR STUDENTS HAVE TO SAY



Thilan Rupasinghe
Head of Treasury and Digital Transformation
Singer Finance (Lanka) PLC

I had a great experience at AIB during my Digital Marketing and Graphic Designing courses. AIB took immediate steps to hold online classes midway through the course due to the pandemic and lockdown and I managed to complete the course with no delay. All the lecturers did a wonderful job and their experience and knowledge in the subjects were very valuable to get through the assignments successfully in both Digital Marketing and Graphic Designing courses.

I would recommend AIB to anyone who wishes to follow Digital Marketing and Graphic Designing courses as lectures are very good in their practical experience and subject knowledge. Also, the management at AIB is very helpful and is always there to help you whenever you need them.



Shuhadha Shafeek
Distinction award winner 2022

The Certificate of Digital Marketing course that I did at AIB was really great. Even though I had no knowledge on the area, the lecturers were patient with any questions I put before them and made sure all my doubts are cleared. The assessment reviews were really helpful in improving my learning skills. Overall, this was a very convenient and useful course, with great lecturers to follow. I would highly recommend the course to anyone wishing to learn with AIB.

COURSE FEE

AIB course payments can be made via bank deposit or online through Webxpay. Payment plans are as follows:

PAYMENT PLAN	TUITION FEE	EXAM FEE	TOTAL
One-time Payment	Rs. 18,200	£20	Rs. 18,200 + £20
2 Months Installment	Rs. 10,000 x 2 months	£20	Rs. 20,000 + £20
3 Months Installment	Rs. 7,500 x 3 months	£20	Rs. 22,500 + £20

Bank details are as follows:

Account Name: Chrishankar Holdings (Pvt) Ltd

Account Number: 008910001354

Bank: Sampath Bank

Branch: Aththidiya Branch

- Instalment payments will have to be paid on the first class of every month.
- Exam fees can be paid after the course is completed
- Late payments for tuition fees are subject to a penalty fee of LKR 2000
- Late payments for exam fees are subject to a penalty fee of £10
- Bank deposits to be made with reference to program name and student name





AIB VALUES

HONESTY & TRANSPARENCY

At AIB, we value honesty and transparency between students and teachers. Students are encouraged to express their views open mindedly and question lecturers regarding the program and are also welcome to clarify any doubts regarding the program with our program coordinators

DISCIPLINE & RELIABILITY

AIB demands discipline and perseverance to be maintained within our students despite various hardships and difficulties a student endures. We encourage and appreciate a student's perseverance to carry on

RESPONSIBILITY & RELIABILITY

AIB also applauds a student's ability to be a reliable student of AIB and a responsible citizen of Sri Lanka