



2026

Diploma in

DIGITAL MARKETING

6-Month Course

Live / Classroom

8 Modules



About Us

Launched in September 2020, Colombo Graduate Campus (CGC) is a prestigious education provider dedicated to empowering individuals through diverse academic and professional programs. CGC caters to both domestic and international students, offering a unique blend of internationally recognized qualifications, a supportive learning environment, and a focus on holistic development.

At CGC, students benefit from a conducive learning environment supported by experienced faculty members who are experts in their respective fields. These dedicated instructors foster a deep understanding of the subject matter while nurturing critical thinking and problem-solving skills. Beyond academics, CGC places a strong emphasis on holistic development, fostering the personal and professional growth of its students.

Through various extracurricular activities, industry networking events, and career development workshops, CGC empowers students to become well-rounded individuals equipped to navigate the complexities of the modern world. Students gain valuable exposure to diverse perspectives, build professional networks, and develop essential employability skills, preparing them for successful careers in their chosen fields.

Overall, Colombo Graduate Campus stands as a beacon of excellence in higher education, offering a transformative learning experience that prepares students to become leaders and innovators in their respective fields. By combining academic rigor, personalized support, and a commitment to holistic development, CGC equips its graduates with the knowledge, skills, and confidence to thrive in a dynamic and challenging world.

Vision

To weave innovation, sustainability, and adaptation into every face of learning, cultivating responsible leaders for a resilient future.

Mission

To empower a diverse community of learners to explore and create solutions for the pressing challenges of our time. Through innovation in teaching, research, and community engagement, we promote continuous improvement and global citizenship. Guided by principles of sustainability and adaptability, we commit to environmental stewardship and ethical resource management, shaping a future that reflects our values.

Core Values



Innovation



Sustainability



Adaptation



Global Perspective



Community Engagement



Lifelong Learning

Why CGC?

Top Reasons to choose

1. Diverse Academic Programs

At Colombo Graduate Campus (CGC), we pride ourselves on offering a diverse array of academic programs designed to cater to the varied interests and career aspirations of our students. Our commitment to excellence in education is reflected in the breadth and depth of our curriculum, which spans across multiple disciplines, ensuring that every student finds their perfect fit.

2. Industry-Relevant Curriculum

We understand that success in today's dynamic business landscape requires more than just theoretical knowledge - it demands practical skills, strategic thinking and a deep understanding of industry trends. That's why our business, marketing, and HR management programs are designed to bridge the gap between academia and the real world, ensuring that our graduates well-equipped to thrive in their chosen fields.

3. Experienced Faculty :

At Colombo Graduate Campus (CGC), our academic excellence is fueled by our dedicated and experienced faculty members who serve as the backbone of our institution. Comprised of accomplished scholars, industry experts, and seasoned professionals, our faculty bring a wealth of knowledge, expertise, and real-world experience into the classroom, enriching the learning experience and inspiring students to reach their full potential.



Why CGC?

Top Reasons to choose

4. Flexibility and Convenience:

At CGC, we believe that flexibility and convenience are essential components of a modern education. By offering a range of flexible learning options, we empower students to pursue their educational goals on their own terms, without compromising on quality or academic rigor. Whether you prefer traditional classroom instruction, online learning, or a combination of both, we have the resources and support you need to succeed.

5. Career Support Services:

At CGC, we prioritize your career journey, offering comprehensive support services to empower you every step of the way. From personalized career counseling to job placement assistance and networking opportunities, we're dedicated to helping you achieve your professional goals. Our internship programs, alumni mentorship, and professional development workshops ensure that you're well-prepared for success in today's competitive job market.

Key Highlights



Practical hands on projects



Learn from real-world examples applicable to local businesses



Track learning and strengthen understanding



Engage directly with lecturers in class



Earn a recognized credential from our institute



Continuous support from faculty



Focused sessions on SEO, Social Media, and Content Marketing



Personalized support to master concepts



70+ hours of structured learning and practice



LMS - Learn anytime, anywhere with online resources



Assistance with internship and job opportunities

Program Curriculum

Unit 1 : Introduction to Digital Marketing

- 1 . Overview of Marketing
- 2 . Digital Marketing Landscape

Unit 2 : Website Development & SEO Fundamentals

- 1 . Website Basics
- 2 . SEO Basics
- 3 . Advanced SEO Techniques
- 4 . SEO Tools and Analytics

Unit 3: Content Marketing & Blogging

- 1 . Introduction to Content Marketing
- 2 . Creating a Social Media Strategy
- 3 . Content Distribution Strategies
- 4 . Blogging Essentials

Unit 4: Social Media Marketing

- 1 . Introduction to SMM
- 2 . Blogging Essentials
- 3 . Advertising on Social Media
- 4 . Monitoring and Analytics

Unit 5: Pay-Per-Click (PPC) Advertising & Google Ads

- 1 . Introduction to PPC
- 2 . Google Ads Basics
- 3 . Ad Creation and Optimization
- 4 . Measuring PPC Success

Unit 6: Email Marketing & Lead Generation

- 1 . Email Marketing Basics
- 2 . Building Email Lists
- 3 . Crafting Effective Emails
- 4 . Analyzing Email Campaign Performance

Unit 7: Analytics & Performance Measurement

- 1 . Key Metrics and KPIs - Understanding Traffic Sources
- 2 . Using Google Analytics
- 3 . Crafting Effective Emails
- 4 . Data Interpretation and Reporting

Unit 8: Digital Marketing Strategy & Career Development

- 1 . Developing a Digital Marketing Strategy
- 2 . Branding in Digital Marketing
- 3 . Career Paths in Digital Marketing
- 4 . Building Your Digital Portfolio

Who Should Attend?



If you're looking to advance your career in digital marketing or boost your business growth through online platforms, this program is designed for you. The Foundational Digital Marketing course equips professionals to step into various roles within the digital marketing field. This program is especially beneficial for:

Freshers

Individuals who are new to the professional world and looking to build a strong foundation in digital marketing. This program helps them acquire essential skills to kickstart their careers in this dynamic field.

Traditional Marketers

Professionals who have experience in conventional marketing methods but want to transition into digital marketing. This course provides them with the knowledge and tools needed to adapt to the digital landscape.

Entrepreneurs

Business owners who wish to leverage digital marketing strategies to grow their businesses. This course offers practical insights and techniques to help them reach a wider audience and increase their online presence.

Sales Professionals

Individuals working in sales who want to understand digital marketing to better align their strategies with modern consumer behavior. This program helps them integrate digital marketing techniques to improve lead generation and conversion rates.

Freelancers

Independent professionals who offer marketing services and want to expand their expertise in digital marketing. This course provides them with the latest tools and techniques to better serve their clients and stay competitive in the market.

Communication Professionals

Experts in PR, corporate communications, or content creation who want to enhance their skill set by adding digital marketing expertise. This program enables them to effectively craft and communicate messages across digital platforms.

Career Impact



Career Counselling

Receive personalized career guidance from industry experts to identify the best opportunities tailored to your interests. The process involves assessing the student's strengths and weaknesses and setting goals to achieve better employment outcomes.



Internships

Gain personalized career guidance from industry experts during your internship to help identify the best opportunities that align with your interests. This process includes evaluating your strengths and weaknesses and setting goals to improve your future employment prospects.



Resume Feedback

Our experts will provide personalized guidance to tailor your resume to industry expectations. We'll evaluate your current resume, identify areas for improvement, and offer expert tips to help you land your dream job.



Interview Preparation

Our tailored mock interviews simulate real-world scenarios, providing valuable feedback on your performance. We identify areas for improvement and offer objective insights to enhance your interview skills and increase your chances of securing your dream job.



Job Placement

Our job placement support is designed to prepare students for real-world digital marketing roles. From career guidance to interview opportunities, we help bridge the gap between learning and employment.

Voices of Our Success



When I joined the Digital Marketing Diploma at CGC, I wanted more than just a certificate—I wanted skills. That's exactly what I got. Real projects, practical assignments, and excellent guidance helped me pass with confidence. CGC is the place where learning meets opportunity

- Mohommed Zafran Azmi



Choosing the Digital Marketing Diploma at Colombo Graduate Campus was one of the best decisions I've made. The programme is not only theory-based, but it also gave me a lot of practical knowledge through real-life projects, case studies, and hands-on learning. I now feel confident in areas like SEO, social media campaigns, Google Ads, and content marketing. The support from the lecture panel was amazing, and the LMS recordings made it easy to balance work and study. I truly recommend CGC for anyone who wants to build a strong career in digital marketing

- Daham Silva

Our Lecture Panel



MBA , University of Kelaniya
BSc (Hons) MIS, University College
Dublin, Ireland
CTFL, PCDM (APIDM) Sri Lanka

Rajitha Algama

Digital marketing is more than a skill—it's a gateway to endless opportunities. If you're ready to turn creativity, data, and strategy into a powerful career, this program is the perfect place to begin.



MSc Business & Organizational Psychology
– London Metropolitan University
B.Com (Management & Marketing)
– Edith Cowan University

Sadara Randini

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