



SN 220504



Professional Diploma in Digital Marketing



is awarded to

Samnang Chhon

On the 20th day of February 2023 in Colombo, Sri Lanka

Program Director

Chief Executive Officer



ACADEMIC TRANSCRIPT

HOLDER OF QUALIFICATION

Name : Samnang Chhon

Batch Number : 03

APIDM Registration Number : CBPD003002

IDENTIFYING THE QUALIFICATION and LEVEL

Qualification : Professional Diploma in Digital Marketing

Awarding Institute : Asia Pacific Institute of Digital Marketing

Certification of Compliance for Continuous Professional Development Standards: CPD UK

Language of Instruction : English

Language of Assessment : English

RECORD OF LEARNING AND ACHIEVEMENT

Enrolled Year : July 2022

Award Year : December 2022



**APIDM**Asia Pacific Institute
of Digital Marketing

Comprehensive Results Summary:

Module	Assignment / Exam	Weightage for the final evaluation	Results
1. Fundamentals of Digital Marketing	Assignment	31	Passed
2. Strategic Digital Marketing Planning			
3. Organic Social Media Marketing			
4. Content Marketing and Influencer Relations			
5. Social Media Advertising			
6. Display and Video Advertising			
7. Search Engine Marketing			
8. Campaign Tracking and Analytics			
	MCQ Exam	28	Passed
	Attendance	10	N/A
	Final Weighted Marks	69	Qualified



Module Summary and Evaluation Criteria:

Module	Hours
Module 1: Fundamentals of Digital Marketing	6.5
Module 2: Strategic Digital Marketing Planning	3.0
Module 3: Organic Social Media Marketing	8.5
Module 4: Content Marketing and Influencer Relations	6.0
Module 5: Social Media Advertising	22.5
Module 6: Display and Video Advertising	10.5
Module 7: Search Engine Marketing	12.0
Module 8: Campaign Tracking and Analytics	6.0
Assignment (01)	47.0
Open Discussion Hours	3.0
Additional Recorded Video Lessons	1.0
Self-Study Hours	150
Total Course Hours	276

Continuous Evaluation

All students who participate in the Professional Diploma in Digital Marketing program are continuously assessed throughout the program using practical assignments.

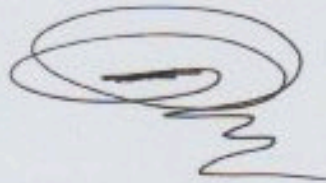
Evaluation Method [Assignment/Exam]	Type of the Assignment/ Exam [Individual/ Group]	Modules covered	Weighted average for the final exam
Assignment	Individual – recorded video email submission	1 to 8	40%
MCQ Exam	Individual exam (Online)	All the modules	50%
Live attendance			10%



To be qualified for receiving the Professional Diploma in Digital Marketing from APIDM, students must fulfill the above requirements and maintain **65%** or above in the final weighted marks for the overall program. To achieve Merit holder status students should earn **85%** or above in their final weighted marks for the overall program.

The authenticity of the transcript may be verified by referring to the original to the Asia Pacific Institute of Digital Marketing.

Signature :



Amitha Amarasinghe/ Chief Executive Officer

Date : 20/02/2023

