



SN 220504



# Professional Diploma in Digital Marketing



is awarded to

**Samnang Chhon**

On the 20<sup>th</sup> 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

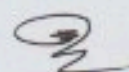
**Language of Instruction** : English

**Language of Assessment** : English

### RECORD OF LEARNING AND ACHIEVEMENT

**Enrolled Year** : July 2022

**Award Year** : December 2022





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
	<b>Final Weighted Marks</b>	<b>69</b>	<b>Qualified</b>



**Module Summary and Evaluation Criteria:**

<b>Module</b>	<b>Hours</b>
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
<b>Total Course Hours</b>	<b>276</b>

**Continuous Evaluation**

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

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

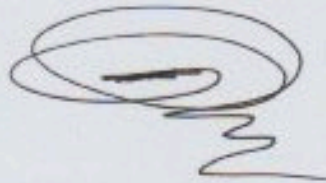




To be qualified for receiving the Professional Diploma in Digital Marketing from APIDM, students must fulfill the above requirements and maintain **65%** or above in the final weighted marks for the overall program. To achieve Merit holder status students should earn **85%** or above in their final weighted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

