



NEXTGEN CAMPUS
TOWARDS THE NEXT GENERATION OF IT

STUDENT HANDBOOK

Certificate in AI-Driven Industrial Digital Marketing

Your guide to the course — general information, how your weeks and months work, how the course ends, and every module in detail

6

MONTHS

496

LEARNING HOURS

8

MODULES

Fully online

DELIVERY

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PART A General Information

1 Welcome to NextGen Campus

Welcome to the Certificate in AI-Driven Industrial Digital Marketing. This handbook is your guide to the course: how it is organised, how you will learn and be assessed, what is expected of you, and what every module covers. Please read it carefully and keep it with you throughout the course.

NextGen Campus has trained IT professionals since 2013. Our programmes are directly job-targeted: every module combines instructor-led teaching with hands-on labs, real industry tools and practical use of AI, so that you finish ready for work.

2 Course at a Glance

Course	Certificate in AI-Driven Industrial Digital Marketing
Duration	Six months (24 teaching weeks) · 6 months
Delivery	Fully online
Class days and times	Saturday 1.30 – 5.30 PM — online lecture
Total learning hours	496 hours — 96 h lectures · 340 h practical (labs and capstone) · 60 h Student Project Book
Medium	English
Intakes	January–February and June–July each year
Course fee	Rs. 28,000.00
On completion	NextGen Campus Certificate and Academic Transcript
Training institute	NextGen Campus (Pvt) Ltd — TVEC Registered Training Institute P01/1159
Course status	Proposed for TVEC course registration

3 About the Course

The Certificate in AI-Driven Industrial Digital Marketing is a six-month, 496-hour, fully online non-NVQ course that trains AI-enabled digital marketers and social-media managers, progressing learners from beginner to Junior Digital Marketing / Social-Media Manager level.

Purpose To train job-ready, AI-enabled digital marketers and social-media managers who can plan, create, run and measure modern marketing campaigns for businesses — with artificial intelligence at the centre of everything they do.

Job-level progression Digital Marketing Assistant (Phase 1) → Social Media Coordinator (Phase 2) → Performance and SEO Marketer (Phase 3) → AI-enabled Digital Marketer or freelancer (Phase 4).

Fully online Live Saturday classes, extensive weekday LMS laboratories using the real marketing and AI tools, a Student Project Book that builds a portfolio, and a final-month online capstone in which each learner runs a complete AI-driven campaign.

4 What You Will Be Able to Do

By the end of the course you will be able to:

- Plan digital-marketing campaigns and use AI to research and strategise.
- Create marketing content and copy with AI, edited to a professional standard.
- Produce graphics and short marketing videos with Canva, CapCut and AI tools.
- Manage business social-media pages across platforms.
- Build, run and optimise Meta and Google ad campaigns, including AI-powered ads.

- Apply SEO, and run web, email and WhatsApp marketing with AI.
- Measure results, automate tasks and build AI chatbots.
- Build a marketing strategy, a portfolio and a freelance or employment profile.

5 Who the Course Is For and What You Need

Entry requirements Learners need G.C.E. O/L or above, or equivalent. No marketing or technical background is required. Applicants are interviewed online to confirm readiness.

Who it is for school leavers, job-seekers, small-business owners, freelancers and working adults who want a career in digital marketing and social media.

Entry requirements Learner requirements. Because the course is fully online, each learner needs a laptop or computer with reliable internet, a webcam and a microphone. Marketing and AI tools used in the course have free or trial tiers; where a paid tool is needed for a lab, the institute provides access.

6 How You Will Learn

Learning activity	Hours	What it involves
Lectures	96 h	Live online lectures with your trainer (4 h a week)
LMS module labs	300 h	Hands-on labs for every module on the NextGen LMS — about 12.5 h a week, done in your own time and monitored by your trainer
Capstone project	40 h	Final project with extra online classes, monitored by your trainer
Student Project Book	60 h	Your professional record of lab work, reflections and the Management Module
Total	496 h	

About the LMS module labs

Every module has a set of hands-on labs on the NextGen LMS. Complete them each week, between your classes — they are where most of your practical skills are built.

Your trainer monitors lab completion on the LMS and uses it to give you feedback before each module assessment. Completing all LMS labs is required for the award.

Use a laptop or computer with reliable internet. If you do not have one, ask about using the campus lab.

7 Your Weekly Timetable

Days	Time	Where	Session
Saturday	1.30 – 5.30 PM	Online	Online live lecture

Rotating campus lab dates for your batch are published on the LMS at the start of each month.

Room A and Room B are at the NextGen Campus Head Office, Nugegoda. Regular classes do not run on poya days or public holidays.

8 Your Course Journey

The course runs for 24 weeks over 6 months. The chart shows when each module is taught, when you sit each module assessment (◆), and when the capstone classes run.

Month	1				2				3				4				5				6			
Week	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24
M01 Digital Marketing & AI Foundations			◆																					
M02 Content Marketing & Copywriting...						◆																		
M03 Graphic & Video Design with AI									◆															

Month	1				2				3				4				5				6			
Week	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24
M04 Social Media Management with AI												◆												
M05 Paid Advertising with AI: Meta...															◆									
M06 SEO, Web & Email Marketing with AI																		◆						
M07 Analytics, Automation & AI...																				◆				
M08 Marketing Strategy, Freelancing...																							◆	
Capstone classes																					★	★	★	★
Course completion																								✓

Key ■ module taught ◆ module assessment ★ capstone classes ✓ course completion

Month by month

Month	Weeks	What you study	Milestones
Month 1	Weeks 1–4	M01 Digital Marketing & AI Foundations M02 Content Marketing & Copywriting with AI	◆ Module assessment: M01
Month 2	Weeks 5–8	M02 Content Marketing & Copywriting with AI M03 Graphic & Video Design with AI	◆ Module assessment: M02
Month 3	Weeks 9–12	M03 Graphic & Video Design with AI M04 Social Media Management with AI	◆ Module assessment: M03, M04
Month 4	Weeks 13–16	M05 Paid Advertising with AI: Meta & Google Ads M06 SEO, Web & Email Marketing with AI	◆ Module assessment: M05
Month 5	Weeks 17–20	M06 SEO, Web & Email Marketing with AI M07 Analytics, Automation & AI Chatbots	◆ Module assessment: M06
Month 6	Weeks 21–24	M07 Analytics, Automation & AI Chatbots M08 Marketing Strategy, Freelancing & Career Readiness	◆ Module assessment: M07, M08 ★ Capstone classes (week 21) ★ Capstone classes (week 22) ★ Capstone classes (week 23) ★ Capstone classes (week 24) ✓ Project Book submitted; course completion

A typical week

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
LMS labs ≈ 2 h	LMS labs ≈ 2 h	LMS labs ≈ 2 h	LMS labs ≈ 2 h	LMS labs ≈ 2 h	Online lecture 1.30 – 5.30 PM online	LMS labs ≈ 2 h
Student Project Book about 2.5 h a week: update it after each class and lab with your evidence and reflections.						

LMS lab hours are a guide — about 12.5 h a week in total; you can arrange them across the week to suit you.

How the course ends

1 Week 24	2 Week 24	3 End of course	4 After the course	5 Award
Final module M08 Marketing Strategy, Freelancing & Career Readiness and the final module assessment	Final capstone class Capstone presentation and technical defence before the panel	Project Book Submit your completed Student Project Book, including the Management Module	Results Marks are confirmed and your final grade is published: Distinction, Merit or Pass	Certificate NextGen Campus Certificate and Academic Transcript issued

If you need a re-sit A learner who fails a module MCQ may re-sit it once within one month. A learner who fails the capstone panel defence may re-present once within three months.

9 Assessment and Grading

Component	How you are assessed	Weight	When
Continuous assessment	MCQ assessment at the end of each core module	40%	End of each module
Practical examination	Capstone project with panel presentation and technical defence	40%	Week 24 (final capstone class)
Student Project Book	Project book submission, including the Management Module	20%	End of course
Total		100%	

Distinction	Merit	Pass	Fail
70% and above	60% – 69%	50% – 59%	Below 50%

Attendance Minimum 85% attendance at live online Saturday classes and the online capstone classes in the final month.

Online assessment integrity MCQs are taken on the LMS under live online supervision. The capstone panel defence is live online and recorded, with identity verified by camera and NIC.

Responsible AI Learners must use AI tools honestly, disclose AI-generated content where required, avoid misleading or deceptive marketing, and protect personal data (PDPA No. 9 of 2022).

Formative practical checks The weekly practical checks and question types are formative. They are recorded as LMS laboratory completion and give learners feedback before each module MCQ; there is no final written examination.

MCQ assessments Each end-of-module MCQ assessment is completed under supervision on the LMS and covers the module learning outcomes.

Re-sits A learner who fails a module MCQ may re-sit it once within one month. A learner who fails the capstone panel defence may re-present once within three months.

Award requirements — to receive your certificate

You must maintain a minimum attendance of 85%, complete all core-module MCQ assessments and LMS laboratories, submit the Student Project Book and pass the capstone practical examination, achieving an overall mark of at least 50%, to qualify for the certificate.

10 Capstone Project

In the final month (weeks 21–24) learners attend extra online capstone classes — 40 hours in total, about 10 hours a week — to plan, build, run and present a complete AI-driven marketing campaign for a real or realistic Sri Lankan business. The trainer guides and monitors every learner throughout. Learners produce the strategy, content, designs, ads, landing page and analytics, then present and defend the campaign to a live online panel in week 24.

Monitoring and supervision

Each learner submits a weekly campaign plan on the LMS; the trainer reviews it and gives feedback

Progress is shown by the live campaign assets, LMS activity and daily Project Book entries

The trainer holds one-to-one online reviews with every learner each week

The panel defence in week 24 is live online and recorded; identity is verified by camera and NIC

Week	When	Focus	Hours
Capstone week 1	Week 21	Choose the business; research and build the marketing strategy and content plan with AI	10
Capstone week 2	Week 22	Create the content, designs and videos; set up the pages and a landing page	10
Capstone week 3	Week 23	Build and launch the ad campaign (demo budget); set up analytics and an AI chatbot	10
Capstone week 4	Week 24	Optimise and report; finalise the portfolio; live online panel presentation and defence	10
Total	40		

What you will deliver

- Marketing strategy and content plan
- Content, designs and short videos
- Business pages and a marketing landing page
- A live ad campaign with A/B tests (demo budget)
- Analytics dashboard, report and an AI chatbot
- Portfolio, live online panel presentation and defence

11 Student Project Book

The Student Project Book is each learner's professional record and portfolio, kept throughout the course (about 2.5 hours a week). Learners record their weekly work — content, designs, campaigns, dashboards and AI experiments — and it becomes the portfolio they use to win jobs and freelance clients. It also contains the Management Module.

The Project Book contains module-by-module laboratory records and LMS evidence, Management Module activities and reflections, capstone planning and final documentation, and a professional technical portfolio. It is reviewed by the trainer at the end of each module.

Bring your Project Book up to date every week. It is assessed at the end of the course and counts for 20% of your final mark.

12 Your Certificate

When you meet the award requirements you receive the NextGen Campus Certificate — Certificate in AI-Driven Industrial Digital Marketing — together with an Academic Transcript showing every module and your final grade (Distinction, Merit or Pass).

Industry certifications The modules are aligned to these industry certifications: Meta / Google digital marketing (aligned); Content marketing (aligned); Canva · CapCut · AI media (aligned); Meta / TikTok / LinkedIn (aligned); Meta Ads · Google Ads (aligned); SEO · Email marketing (aligned); Analytics · marketing automation (aligned); Career readiness (aligned). Certification exam fees are not included in the course fee unless NextGen Campus states otherwise.

13 Student Guidelines

- Attend at least 85% of your scheduled classes and all capstone sessions. Inform your course coordinator in advance if you cannot attend.
- Be on time for every class, online or on campus. For online classes, join with your camera available and your full name displayed.
- Complete your LMS module labs every week and keep your Project Book up to date — do not leave them to the end of a module.
- Do your own work. Copying, sharing answers or submitting someone else's work is not allowed in any assessment.
- Use AI tools responsibly: use them to learn and to check your work, check every AI output, never paste confidential or personal data, and say when you used AI in your Project Book.
- Look after campus equipment and follow lab safety instructions, including ESD precautions when handling hardware.
- Keep your LMS login private and check the LMS and your email regularly for announcements, timetable changes and assessment dates.

14 Help and Contact

Head Office	NextGen Campus (Pvt) Ltd, Nugegoda, Sri Lanka
Phone	+94 11 251 5215 · +94 77 810 0810
Email	info@nextgencampus.lk
Website	www.nextgencampus.lk
LMS support	Use the help desk on the NextGen LMS for login, lab environment and technical questions. A weekly online Q&A session is held for LMS labs.
Your course coordinator	Introduced at orientation — contact them about attendance, batches, re-sits and any personal circumstances.



PART B Module Details

The course has 8 modules, studied in the order below. Each module lists its aim, what you will learn, what you will be able to do, and the hands-on labs you will complete.

Code	Module	Lecture h	Lab h	Industry alignment
M01	Digital Marketing & AI Foundations	12	38	Meta / Google digital marketing (aligned)
M02	Content Marketing & Copywriting with AI	12	37	Content marketing (aligned)
M03	Graphic & Video Design with AI	12	38	Canva · CapCut · AI media (aligned)
M04	Social Media Management with AI	12	37	Meta / TikTok / LinkedIn (aligned)
M05	Paid Advertising with AI: Meta & Google Ads	12	38	Meta Ads · Google Ads (aligned)
M06	SEO, Web & Email Marketing with AI	12	37	SEO · Email marketing (aligned)
M07	Analytics, Automation & AI Chatbots	12	38	Analytics · marketing automation (aligned)
M08	Marketing Strategy, Freelancing & Career Readiness	12	37	Career readiness (aligned)
	Total for modules	96	300	

Lab hours are LMS module labs. Capstone and Project Book hours are in addition to the module hours.

M01 Digital Marketing & AI Foundations 12 h lecture · 38 h labs

Phase 1 — Marketing & Content Foundations · Aligned to Meta / Google digital marketing (aligned)

Aim Builds the foundations of modern digital marketing and shows how AI now sits at the centre of it — the customer journey, marketing channels, and using AI assistants to research, plan and create.

What you will learn

- The digital-marketing landscape
- Customer journey and funnels
- Channels: social, search, email, web
- Marketing goals and KPIs
- AI assistants for marketing research and planning
- Responsible AI and PDPA basics

You will be able to

- Explain the digital-marketing landscape and customer journey
- Describe the main channels and how they work together
- Use AI assistants to research markets and plan campaigns
- Apply responsible-AI and data-protection basics (PDPA)

Hands-on LMS labs — 38 hours

- Map a customer journey for a local business
- Use AI to research a market and draft a campaign brief

Using AI in this module

- AI assistants (Copilot, ChatGPT and others) for research, planning and ideation

Assessment: end-of-module MCQ (continuous assessment) and LMS laboratory and Project Book completion.

M02 Content Marketing & Copywriting with AI 12 h lecture · 37 h labs

Phase 1 — Marketing & Content Foundations · Aligned to Content marketing (aligned)

Aim Develops content-marketing and copywriting skills powered by AI — planning content calendars and writing posts, captions, blogs, ads and emails that convert, then editing AI output to a professional standard.

What you will learn

You will be able to

- Content strategy and calendars
- Copywriting frameworks (AIDA, PAS)
- Writing for social, blog, ad and email
- Brand voice and tone
- AI copywriting and prompt techniques
- Editing and fact-checking AI output
- Plan a content calendar for a brand
- Write posts, captions, blogs, ads and emails
- Use AI to draft and improve copy, then edit it
- Adapt tone and message for each platform and audience

Hands-on LMS labs — 37 hours

- Build a one-month content calendar
- Write and AI-improve a set of posts, an ad and an email

Using AI in this module

- AI copywriting tools with human editing and fact-checking

Assessment: end-of-module MCQ (continuous assessment) and LMS laboratory and Project Book completion.

M03 Graphic & Video Design with AI 12 h lecture · 38 h labs

Phase 2 — Design & Social Media · Aligned to Canva · CapCut · AI media (aligned)

Aim Builds practical visual-content skills for marketing using Canva, CapCut and AI image and video tools — creating posts, stories, reels, short videos and simple brand kits sized for every platform.

What you will learn

- Design principles for marketing
- Canva for posts, stories and ads
- Short-video editing with CapCut
- AI image generation and editing
- AI video and voiceover tools
- Platform sizes, brand kits and exports

You will be able to

- Apply design principles to marketing visuals
- Create posts, stories and reels in Canva
- Edit short marketing videos in CapCut
- Generate and edit images and video clips with AI

Hands-on LMS labs — 38 hours

- Design a campaign set of posts and stories
- Edit a short reel and generate AI visuals for it

Using AI in this module

- AI image, video and voiceover tools used responsibly (no misleading content)

Assessment: end-of-module MCQ (continuous assessment) and LMS laboratory and Project Book completion.

M04 Social Media Management with AI 12 h lecture · 37 h labs

Phase 2 — Design & Social Media · Aligned to Meta / TikTok / LinkedIn (aligned)

Aim Develops the skills of a social-media manager — running business pages across Facebook, Instagram, TikTok, LinkedIn and YouTube, scheduling content, engaging communities and using AI to work at scale.

What you will learn

- Facebook and Instagram business pages
- TikTok, LinkedIn and YouTube for business
- Scheduling tools (Meta Business Suite and others)
- Community management and engagement
- Influencer and UGC basics
- AI for social-media management

You will be able to

- Set up and manage business pages across platforms
- Schedule content and manage a posting workflow
- Grow and engage a community
- Use AI for scheduling, replies and content ideas

Hands-on LMS labs — 37 hours

- Set up and schedule a week of content across platforms
- Handle comments and messages with AI assistance

Using AI in this module

- AI scheduling, comment-reply and content-idea tools

Assessment: end-of-module MCQ (continuous assessment) and LMS laboratory and Project Book completion.

M05 Paid Advertising with AI: Meta & Google Ads 12 h lecture · 38 h labs

Phase 3 — Advertising, SEO, Web & Email · Aligned to Meta Ads · Google Ads (aligned)

Aim Builds hands-on paid-advertising skills — planning, building, targeting and optimising Facebook, Instagram and Google campaigns, managing budgets, and using AI-powered ad tools and Advantage+ campaigns.

What you will learn

- Advertising objectives and budgets
- Audience targeting and retargeting
- Meta Ads Manager and Advantage+
- Google Search, Display and Performance Max
- Ad creative and A/B testing
- AI ad optimisation and reporting

You will be able to

- Plan a paid campaign with objectives and budget
- Build and target Meta and Google ads
- Use AI-powered ad tools (Advantage+, Performance Max)
- Read results and optimise for cost and conversions

Hands-on LMS labs — 38 hours

- Build a Meta ad campaign (demo budget) with A/B tests
- Build a Google campaign and set optimisation rules

Using AI in this module

- AI-powered ad creation, targeting and optimisation (Advantage+, Performance Max)

Assessment: end-of-module MCQ (continuous assessment) and LMS laboratory and Project Book completion.

M06 SEO, Web & Email Marketing with AI 12 h lecture · 37 h labs

Phase 3 — Advertising, SEO, Web & Email · Aligned to SEO · Email marketing (aligned)

Aim Develops search, web and email marketing skills with AI — SEO and content optimisation, a simple marketing landing page or site, and email and WhatsApp campaigns with automation.

What you will learn

- SEO basics and keyword research
- On-page SEO and content optimisation
- No-code landing pages and sites
- Email marketing and automation
- WhatsApp Business and broadcast
- AI for SEO, keywords and email

You will be able to

- Apply SEO to content and a website
- Build a simple marketing landing page or site
- Run email and WhatsApp marketing campaigns
- Use AI for keywords, SEO content and email copy

Hands-on LMS labs — 37 hours

- Optimise content for a keyword and publish a landing page
- Build an automated email/WhatsApp campaign

Using AI in this module

- AI keyword, SEO-content and email-copy tools

Assessment: end-of-module MCQ (continuous assessment) and LMS laboratory and Project Book completion.

M07 Analytics, Automation & AI Chatbots 12 h lecture · 38 h labs

Phase 4 — Analytics, Automation & Strategy · Aligned to Analytics · marketing automation (aligned)

Aim Builds the measurement and automation side of marketing — analytics and dashboards, marketing automation, and AI chatbots for lead capture and customer service, so campaigns run and improve efficiently.

What you will learn**You will be able to**

- Meta and platform analytics
- Google Analytics basics and UTM links
- Dashboards and reporting
- Marketing automation workflows
- AI chatbots for lead capture and support
- Data-driven decisions and privacy
- Measure results with analytics and dashboards
- Interpret data and report to a client
- Automate repetitive marketing tasks
- Build an AI chatbot for leads or support

Hands-on LMS labs — 38 hours

- Build a campaign dashboard and a client report
- Build an AI chatbot for a business page

Using AI in this module

- AI analytics summaries and no-code AI chatbot builders

Assessment: end-of-module MCQ (continuous assessment) and LMS laboratory and Project Book completion.

M08 Marketing Strategy, Freelancing & Career Readiness 12 h lecture · 37 h labs

Phase 4 — Analytics, Automation & Strategy · Aligned to Career readiness (aligned)

Aim Brings everything together into strategy and career skills — building a full AI-driven marketing strategy, and preparing to work as a digital marketer, social-media manager or freelancer in Sri Lanka and overseas.

What you will learn

- Building a marketing strategy
- Budgets and marketing plans
- Freelancing: pricing, proposals and clients
- Portfolio and personal brand
- CV, LinkedIn and interviews
- The local and overseas job market

You will be able to

- Build a complete AI-driven marketing strategy
- Price and pitch digital-marketing services
- Build a portfolio and professional profile
- Prepare for jobs and freelancing, locally and overseas

Hands-on LMS labs — 37 hours

- Write a full marketing strategy for a business
- Build a freelancer portfolio and pitch

Using AI in this module

- AI for strategy, proposals and portfolio content

Assessment: end-of-module MCQ (continuous assessment) and LMS laboratory and Project Book completion.

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