

# COURSE GUIDE

## 2026

### AI + DIGITAL MARKETING



Route to the IT World





## ■ DESCRIPTION

The AI + Digital Marketing course at ATN Campus is designed to equip students and professionals with the knowledge and practical skills needed to succeed in today's digital economy by combining core digital marketing strategies with the power of artificial intelligence. You'll learn how to use AI tools for content creation, campaign automation, customer targeting, performance analytics, and real-world marketing optimization all while gaining hands-on experience with industry-relevant platforms and techniques. This program blends theory with practical training, helping you build impactful digital campaigns and future-ready marketing expertise that enhances your career prospects or business growth in a competitive online landscape.

## ■ WHAT ARE THE BENEFITS IN STUDYING AI + DIGITAL MARKETING AT ATN?

### 1. High Demand Career Path

A Digital Marketing + AI course prepares you for one of the fastest-growing career fields. Businesses across all industries actively seek professionals skilled in SEO, paid advertising, content marketing, social media, and AI-driven automation to stay competitive in the digital space.

### 2. Wide Range of Job Opportunities

This course opens doors to multiple roles such as Digital Marketing Specialist, SEO/SEM Expert, Social Media Marketer, AI Marketing Analyst, Content Strategist, and Growth Hacker, allowing you to choose a career path that matches your interests and strengths.

### 3. Ability to Drive Real Business Results

You'll gain practical skills to increase website traffic, improve conversion rates, manage profitable advertising campaigns, and use data analytics to measure and improve marketing performance, delivering measurable results for businesses.



# ■ WHAT ARE THE BENEFITS IN STUDYING AI + DIGITAL MARKETING AT ATN?

## 4. Hands-On Experience with AI-Powered Tools

Learn how to use AI tools for content creation, customer support automation, predictive analytics, audience segmentation, and campaign personalization—skills that are increasingly expected by employers and clients.

## 5. Freelancing & Entrepreneurial Opportunities

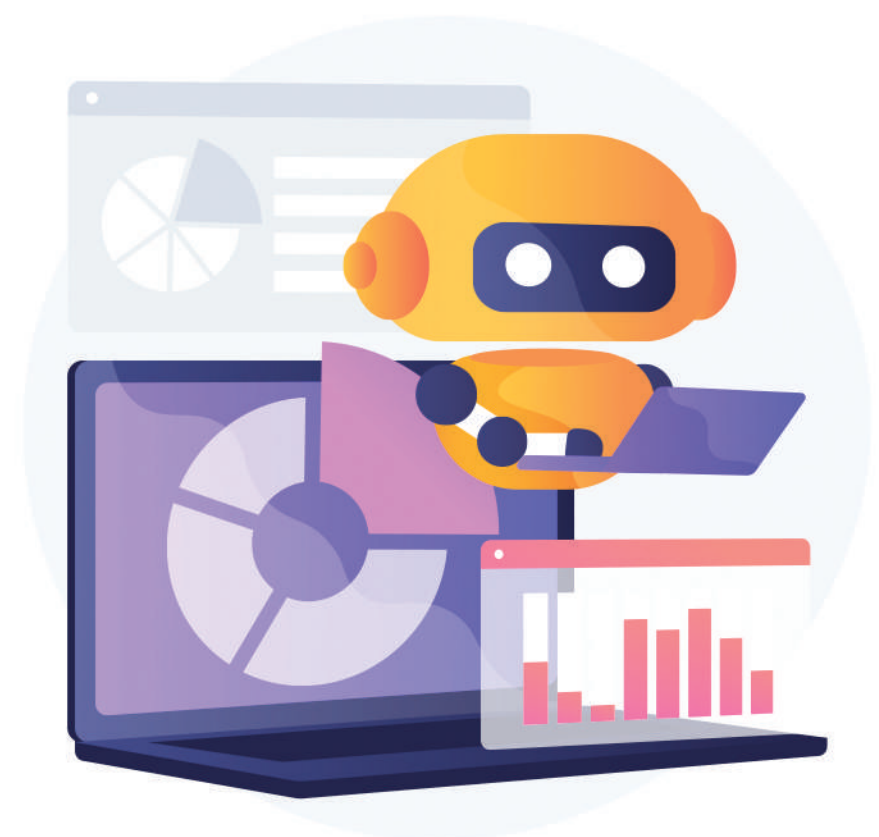
With in-demand digital and AI skills, you can work as a freelancer, remote marketer, or start your own digital marketing agency. This flexibility allows you to serve clients ranging from startups to global brands.

## 6. Data-Driven Decision Making

AI enables marketers to analyze large datasets, understand customer behavior, predict trends, and optimize strategies in real time. This leads to smarter marketing decisions and better campaign outcomes.

## 7. Future-Ready Skill Set

As AI continues to transform marketing, this course ensures you stay ahead of industry trends. You'll build a future-proof skill set that keeps you competitive in a rapidly evolving digital marketing landscape.





## COURSE DETAILS

Course Name	AI + Digital Marketing
Duration	06 Months
Class	One Day Class Per Week / 4 Hours
Language	English
Certificate	ATN CERTs
Class Mode	Online / In-Person
Practical Training	Yes Available

## COURSE CERTIFICATE



### ATN CERTs+

The ATN CERTs Certificate is awarded to students who successfully complete approved short-term, diploma, professional, or preparatory programs at ATN Campus, in line with its academic structure and assessment standards. The certificate confirms that recipients have gained the necessary theoretical knowledge, practical skills, and academic competencies relevant to their chosen field of study. It serves as formal recognition of academic achievement and is intended to support students' career development, professional growth, and opportunities for further education both locally and internationally.





## ■ PREREQUISITES

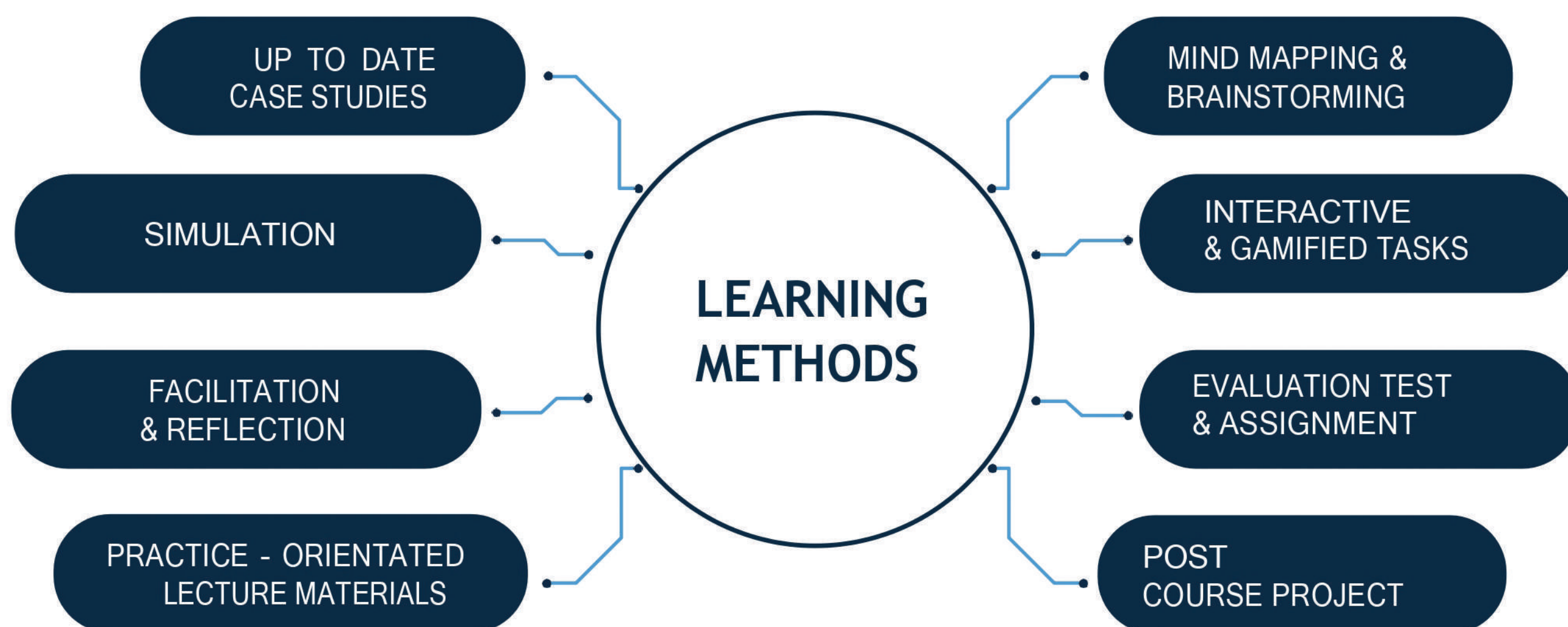
This program does not require any prior programming knowledge. Students are expected to have basic computer literacy, including the ability to use a computer, operate a keyboard and mouse, and understand basic file handling. A basic understanding of English is recommended, as programming instructions and syntax are in English.

## ■ WHO CAN ATTEND

This program is suitable for school students, undergraduates, and beginners who want to start learning AI + Digital Marketing. It is ideal for students pursuing IT, computing, business, marketing, engineering, or related fields, as well as non-technical learners who are interested in understanding AI tools, data-driven marketing, and digital platforms. Working professionals, entrepreneurs, career changers, and anyone looking to build AI + Digital Marketing skills for academic, professional, or personal growth can also enroll in this program.

## ■ LEARNING METHODOLOGIES

All our courses include the most effective adult learning methodology and techniques. Our experience shows that only a combination of these methods can guarantee the best learning outcomes for attendees.



VENUE - ATN CAMPUS Colombo / Kurunegala / batticaloa

**ADDRESS : 507, GALLE ROAD, COLOMBO 06**



## ■ COURSE MODULES

### Module 1: The Future of Marketing – Where AI Meets Creativity

- Evolution of Digital Marketing in the AI Era
- Understanding Artificial Intelligence & Machine Learning for Marketers
- The Role of Data in Modern Marketing Campaigns
- AI Tools Every Digital Marketer Must Know

### Module 2: Smarter Content Creation and Branding

- AI-Powered Copywriting & Visual Design (ChatGPT, Canva AI, Midjourney)
- Dynamic Branding – How AI Builds Consistent Brand Identity
- Personalization & Predictive Content Strategy
- Building Campaigns with AI: From Idea to Execution

### Module 3: AI in Social Media Growth & Automation

- Using AI to Analyze Trends and Audience Behavior
- Automating Social Media Ads and Scheduling with AI Tools
- Influencer Identification & ROI Tracking Using AI
- Case Study: Viral Social Campaigns Built with AI Insights

### Module 4: Data-Driven Marketing & Predictive Analytics

- Introduction to AI Analytics Dashboards (Google Analytics 4, Meta AI)
- Predictive Customer Behavior & Conversion Forecasting
- Sentiment Analysis & Customer Engagement Metrics
- Data Visualization & Reporting for Decision Making





## ■ COURSE MODULES

### Module 5: AI for SEO and Paid Advertising (SEM)

- AI Tools for Keyword Research & SEO Optimization
- AI in Ad Targeting, Bidding & Performance Tracking
- Smart Campaign Design: Google Ads + Meta AI Integration
- Real-World SEO Automation Lab

### Module 6: AI-Enhanced Email and CRM Marketing

- AI Tools for Customer Segmentation & Personalization
- Predictive Email Marketing & Automation Workflows
- Building Retention Funnels Using AI-driven CRMs
- Practical Workshop: Automated Email Campaign with AI

### Module 7: Omnichannel Intelligence and Chatbots

- AI Chatbots for Lead Generation and Customer Support
- Integrating AI Across Multiple Marketing Channels
- Voice Search & Conversational AI in Marketing
- Capstone Project: Design an AI-Integrated Campaign

### Module 8: AI Ethics, Future Trends & Industry Certification

- Ethical Use of AI in Marketing and Data Privacy
- Emerging Tools (Generative AI, AR/VR, Web 3.0)
- Future Careers in AI Marketing
- Final Project Presentation & Certification Assessment





Course code :

## PARTICIPANTS DETAILS

☐ MR. ☐ MS. FIRST NAME: \_\_\_\_\_ LAST NAME: \_\_\_\_\_  
 COMPANY: \_\_\_\_\_ JOB TITLE : \_\_\_\_\_  
 COUNTRY: \_\_\_\_\_ CITY: \_\_\_\_\_  
 ADDRESS: \_\_\_\_\_ PO BOX: \_\_\_\_\_  
 MOBILE: \_\_\_\_\_ EMAIL: \_\_\_\_\_

## COMPANY DETAILS

COMPANY: \_\_\_\_\_ LANDLINE : \_\_\_\_\_  
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 EMAIL: \_\_\_\_\_

## COURSE STARTING DATE

DAY MONTH YEAR

For course dates contact Us or see courses calendar on [www.atnedu.lk](http://www.atnedu.lk)

## YOU CAN REGISTER BY

+94 11 4 848481

[www.atnedu.lk](http://www.atnedu.lk)

#ATNCAMPUS

## IN - HOUSE AND LIVE ONLINE

If you are interested in conducting this Training course at a location of your choice or Online, you can contact us, and we will create A unique in-house or online training solution

PAYMENT OPTIONS	APPLICATION FEE	REGISTRATION FEE	MONTHLY TUITION FEE
INSTALLMENT PAYMENT	5000 LKR	30,000 LKR	15,000 × 5 MONTHS
ONE TIME PAYMENT	5000 LKR	99,000 LKR	N/A

## SPECIAL OFFER

**2+20%** Discount

(BOOK TWO SEATS GET 20% OFF ON FOR 3RD REGISTRATION)

FOR THIS AND OTHER DISCOUNTS CONTACT US

## LIVE ONLINE TRAINING FEES

INTERACTIVE ONLINE TRAINING SAME FEES

### TERMS & CONDITIONS

1. We reserve the right to modify the course topic or its date or location.
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3. Only one type of discount can be applied at a time to the same course.
4. All ATN Campus bank account details will be provided on the invoice.
5. Payment can be made via bank transfer, credit card or cheque to ATN Campus.
6. Your registration will be fully valid only after the payment has been received in full.
7. The regular, special and early bird courses fees exclude the applicable 5% VAT.

DATE: \_\_\_\_/\_\_\_\_/\_\_\_\_

SIGNATURE: \_\_\_\_\_