



**ITN CAMPUS**

A Subsidiary of ITN

+94 112 774424 / 112 77 3289

+94 77 5000157

[www.itncampus.edu.lk](http://www.itncampus.edu.lk)

Follow Us:

   ITN Campus



*Excellence in*  
**Digital Education**

Independent Television Network Ltd.,  
Wickramasinghepura,  
Battaramulla.

# Certificate in Multimedia Content Creation

## To Whom:

- Students who have completed GCE O/L Examination (Minimum Qualification)
- Aspiring Content Creators, Social Media Influencers
- Individuals interested in Video Production, Graphic Design and Digital Storytelling

## Course Duration:

4 months on Saturdays from 8:30 AM to 4:30 PM  
(Theory & Practical Training)

## Course Fee:

Rs. 45,000.00 + VAT (Payable in 3 equal installments.)  
+ Registration Fee: Rs. 5,000.00 + VAT

## Course Structure:

### Modules

- 1: Introduction to Multimedia Content Creation
- 2: Fundamentals of Visual Storytelling
- 3: Photography & Videography Basics
- 4: Video Editing & Post-Production
- 5: Graphic Design for Digital Media
- 6: Scriptwriting & Content Planning
- 7: Social Media Content Creation
- 8: Voice, Podcasting & Audio Editing
- 9: Ethics, Copyright & Monetization Strategies
- 10: Final Project & Portfolio Development

## Assessment Methods:

- Practical Assessments (50%)  
Video Production, Graphic Design, Photography Projects
- Written Tests (20%)  
Multimedia Principles, Ethics, Scriptwriting
- Final Project (30%)  
A Complete Content Creation Project

# Certificate in Multimedia Presentation (Television, Radio & Web)

## To Whom:

- Students who have completed GCE O/L Examination (Minimum Qualification)
- Aspiring Media Presenters, Broadcasters and Content Creators
- Individuals interested in Television and Radio Careers

## Course Duration:

4 months on Saturdays from 8:30 AM to 4:30 PM  
(Theory & Practical Training)

## Course Fee:

Rs. 45,000.00 + VAT (Payable in 3 equal installments.)  
+ Registration Fee: Rs. 5,000.00 + VAT

## Course Structure:

### Modules

- 1: Introduction to Media & Broadcasting
- 2: Voice Training & Speech Clarity
- 3: Presentation Techniques for TV & Radio
- 4: Scriptwriting for Broadcasting
- 5: News Reading & Interview Techniques
- 6: Technical Aspects of Television & Radio
- 7: Studio Etiquette & Professionalism
- 8: Field Reporting & Outdoor Broadcasting
- 9: Editing & Post-Production Basics
- 10: Final Project & Assessment

## Assessment Methods:

- Practical Assessments (50%)  
Voice Tests, Presentation Demos, Live Reporting
- Written Tests (20%)  
Media Ethics, Scriptwriting, Technical Knowledge
- Final Project (30%)  
Individual/Group Presentation

# Certificate in Social Media Marketing

## To Whom:

- Students who have completed GCE O/L Examination (Minimum Qualification)
- Aspiring Social Media Marketers, Influencers, Content Creators
- Individuals interested in Digital Branding and Online Promotions

## Course Duration:

4 months on Sundays from 8:30 AM to 4:30 PM  
(Theory & Practical Training)

## Course Fee:

Rs. 45,000.00 + VAT (Payable in 3 equal installments.)  
+ Registration Fee: Rs. 5,000.00 + VAT

## Course Structure:

### Modules

- 1: Introduction to Social Media Marketing
- 2: Content Creation for Social Media
- 3: Facebook & Instagram Marketing
- 4: YouTube & TikTok Marketing
- 5: LinkedIn & Twitter for Branding
- 6: Paid Advertising & Social Media Ads
- 7: SEO & Analytics for Social Media
- 8: Social Media Strategies & Trends
- 9: Crisis Management & Ethical Marketing
- 10: Final Project & Practical Assessment

## Assessment Methods:

- Practical Assessments (50%)  
Content Creation, Social Media Campaigns, Ad Setup
- Written Tests (20%)  
Social Media Principles, SEO, Analytics
- Final Project (30%)  
Running and Analyzing a Real-world Social Media Campaign

# Certificate in Digital Marketing & Communication

## To Whom:

- Students who have completed GCE O/L Examination (Minimum Qualification)
- Aspiring Marketers, Entrepreneurs, and Content Creators
- Individuals interested in Digital Media and Online Business

## Course Duration:

4 months on Sundays from 8:30 AM to 4:30 PM  
(Theory & Practical Training)

## Course Fee:

Rs. 45,000.00 + VAT (Payable in 3 equal installments.)  
+ Registration Fee: Rs. 5,000.00 + VAT

## Course Structure:

### Modules

- 1: Introduction to Digital Marketing
- 2: Social Media Marketing (SMM)
- 3: Search Engine Optimization (SEO)
- 4: Content Creation & Copywriting
- 5: Graphics & Video Editing for Marketing
- 6: Email & Mobile Marketing
- 7: Google Ads & Paid Advertising
- 8: E-commerce & Digital Business Models
- 9: Data Analytics & Performance Measurement
- 10: Final Project & Assessment

## Assessment Methods:

- Practical Assessments (50%)  
Social Media Campaigns, SEO Projects, Ad Setups
- Written Tests (20%)  
Digital Marketing Principles, Copywriting, Analytics
- Final Project (30%)  
Individual/Group Campaign with a Live Case Study