

# Introduction to Google Ads Syllabus

2018

**IMPORTANT: A JOB OPPORTUNITY IS POSSIBLE UPON SUCCESSFUL COMPLETION OF THIS COURSE.**

## Instructor Information

### Instructor(s)

1. Kanita Avdić

### Email

Kanita@stellarsearch.co.uk

### Office Location & Hours

Academy 387

## Instructor's Biography

Kanita Avdić is a digital marketing/ paid media executive at Digital Marketing d.o.o. in Sarajevo. Her interest in marketing led her to study marketing management at the University of Sarajevo. She has been working in the marketing industry for 2 years, with her most recent focus being Google Ads. Digital Marketing d.o.o. has given her an opportunity to work with not only local clients, but with international clients of its sister company Stellar Search.

## General Information

### Description

What is Google Ads? How does it work? What can we use it for? Learn the basics of Google Ads.

### Expectations and Goals

This course is intended for everyone who wants to learn the basics of Google Ads. Understand the way Google Ads work and how to get the most out of the budget you allocate for this form of advertising. Learn about the various types of campaigns (search, display, shopping, etc.), how to build them and target the right audience. Discover which targets and metrics you should be looking at to evaluate performance.

## Course Materials

### Required Materials

- Laptop

### Course Duration

**Start date: 24.09.2018 - End date: 03.10.2018**

## Course Schedule

Week	Topic	Description
1	Introduction to Google Ads	We will go through the history of Google Ads and briefly explain what it is and why it is a great tool for businesses to use to achieve their goals and gain new customers.
1	How does Google Ads Work?	Learn the basics of Google Ads. How does the bid process work? What can businesses hope to get from their investment in Google advertising.
1	Google Ads Account Structure	How to set up an account with Google Ads. What is a campaign? What is an ad group? What are the ways to structure your account?
1	Google Ads Metrics & Targeting	What should we be looking at to judge the performance and success of our campaigns? Learn the different metrics that can be used.
2	How to Create a Google Ads Campaign	We will go over all the settings that are available when creating a campaign. We will also explore the different tools that Google provides for users to help build campaigns. Learn how to group keywords and how to write effective ads.
2	Final Summary	Final overview of all subjects presented during the course and tying everything together.