

Collin College - Continuing Education
COURSE SYLLABUS

COURSE INFORMATION

Course Number: WEBT 7125

Course Title: Internet Marketing Using Google Ads

Course Description: Hands-on experience using Google Ads features to optimize ad campaigns.

Suggested Course Prerequisite(s): None

Course Resources:

Ultimate Guide to Google Ads, 6th Edition
Entrepreneur Press, 978-1599186733

Student Learning Outcomes:

Demonstrate effective use of Google Search Ads to generate traffic, leads and sales conversions.

Certification Notes:

Part of Digital Marketing certificate series.

Next course recommendations:

Business Intelligence Using Google Analytics
Social Media Technologies – Basic & Advanced
Email Marketing

Lesson Plan – by week or session:

Session 1: Google Ads Role in Your Marketing Strategy & Setup Ads Account
Session 2: Ads Structure & Set Up Your 1st Campaign
Session 3: Optimizing Campaigns Using Locations and Ad Extensions
Session 4: Google Ranking Factors & Researching Your Best Keywords
Session 5: Setting Up Conversion Tracking & Measuring Your Success
Session 6: Leveraging Bid Adjustments, Automated Bidding & Power of Remarketing

Course Sessions:

Listed are guidelines to indicate all topics that will be covered during your course. Do not plan your personal calendar based on these sessions. Your instructor will give you a calendar for your class that will indicate specific topics, assignments, and days.

Method of Evaluation:

Unless otherwise stated, course completion is evaluated on the basis of attendance. Students must be in attendance 90% of the class time in order to be considered a successful completer of the course.

Students must be in attendance 90% of each course in a certificate series for successful completion and to earn a certificate as specified.

Students must complete all courses (core and no. of elective courses needed) to complete a certificate series within two years from start date of the first course taken.

Refund Policy:

Please refer to www.collin.edu/ce/inforegistrar.html for our refund policy. No refunds after the start time of the first class.

Americans with Disabilities Act:

Collin College will adhere to all applicable federal, state, and local laws, regulations, and guidelines with respect to providing reasonable accommodations as required to afford equal opportunity. It is the student's responsibility to contact the ACCESS office, SCC-D140 or 972.881.5898 (V/TTD: 972.881.5950) to arrange for appropriate accommodations. See the current Collin Student Handbook for additional information.