Course Title: Internet Marketing Using Google AdWords

Course Description:
Hands-on experience using Google AdWords features.

Course Prerequisite(s):
Search Engine Optimization for Small Business – Basic

Course Objectives:
Demonstrate effective use of pay-per-click (PPC) advertising model.

Next Class Possibilities:
Business Intelligence Using Google Analytics

Textbook(s):
Ultimate Guide to Google Ad Words, 3rd Edition
Entrepreneur; ISBN: 978-1599184418

Lesson Plan – by week or session
Session 1: Overview of PPC Model and Google Adwords
Session 2: Setting up your first Campaign and Ad groups
Session 3: Create effective Ads for maximizing CTR
Session 4: Cover different Google Adwords Strategies
Session 5: Integration of Adwords with Google Analytics
Session 6: Reporting and other PPC Platforms