

Google Ads & PPC Campaigns Course Syllabus

Offered by: GIDM – Gurugram Institute of Digital Marketing

Course Overview

The Google Ads & PPC Campaigns course at GIDM is designed to make students job-ready in **paid advertising and performance marketing**. This course covers complete Google Ads setup, optimization, budgeting, tracking, and scaling strategies with real-time practical training.

What You Will Learn

- Fundamentals of PPC & paid advertising
 - Google Ads account setup & structure
 - Keyword research for paid campaigns
 - Creating high-converting ad copies
 - Campaign optimization & scaling
 - Conversion tracking & ROI measurement
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Detailed Course Modules

Module 1: Introduction to PPC & Google Ads

- What is PPC advertising?
 - Benefits of paid advertising
 - Google Ads ecosystem overview
 - Search, Display, Video & Shopping ads
 - PPC career opportunities
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Module 2: Google Ads Account Setup

- Creating Google Ads account
 - Understanding account structure
 - Billing & payment setup
 - Campaign, ad group & keyword hierarchy
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Module 3: Keyword Research for PPC

- Paid keyword research techniques
 - Match types (Broad, Phrase, Exact)
 - Negative keywords strategy
 - Competitor keyword analysis
 - Tools: Keyword Planner, SEMrush
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Module 4: Search Campaign Creation

- Search campaign objectives
 - Writing high-converting ad copies
 - Ad extensions (sitelink, callout, call)
 - Landing page best practices
 - Quality Score optimization
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Module 5: Display Advertising

- Google Display Network overview
 - Banner ad formats
 - Audience targeting methods
 - Placement targeting
 - Remarketing basics
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Module 6: YouTube & Video Ads

- YouTube ads overview
 - Video ad formats
 - Channel & video targeting
 - Skippable vs non-skippable ads
 - Video campaign optimization
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Module 7: Shopping Ads (E-commerce)

- Google Merchant Center setup
 - Product feed creation
 - Shopping campaign types
 - Smart Shopping campaigns
 - Product optimization strategies
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Module 8: Conversion Tracking & Analytics

- Google Ads conversion tracking
 - Google Analytics integration
 - Tracking leads, calls & sales
 - Measuring ROI & CPA
 - Performance reporting
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Module 9: Campaign Optimization & Scaling

- Bid strategies (Manual & Automated)
 - Budget optimization
 - A/B testing ads
 - Improving CTR & conversions
 - Scaling profitable campaigns
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Module 10: Advanced PPC Strategies

- Smart campaigns & Performance Max
 - Audience signals
 - Automation & scripts basics
 - PPC for lead generation
 - PPC for local businesses
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❖ Practical Training & Projects

- Live Google Ads campaign setup
 - Keyword research project
 - Ad copywriting practice
 - Conversion tracking setup
 - Campaign optimization project
 - Final PPC performance report
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🎓 Certification & Career Support

- Google Ads certification preparation
- Industry-recognized certificate from GIDM
- Internship assistance
- Resume & interview preparation

- 100% placement support
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❓ Frequently Asked Questions (FAQs)

Q1. Who can join this course?

Students, job seekers, freelancers, entrepreneurs, and business owners.

Q2. Do I need prior marketing knowledge?

No, the course starts from basics and moves to advanced level.

Q3. Is this course practical?

Yes, it includes live campaign creation and real ad accounts.

Q4. Will I get a job after this course?

We provide placement support and career guidance.

Q5. Can I do freelancing after this course?

Yes, PPC skills are highly in demand for freelancing and agencies.



Become a PPC Expert with GIDM

Master Google Ads and paid marketing with hands-on training and real-world projects.

