

# Google Ads & PPC Campaigns Course Syllabus

Offered by: GIDM – Gurugram Institute of Digital Marketing

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## 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.

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## 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.

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## **Become a PPC Expert with GIDM**

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

