

■ Google AdWords Introduction

■ Introduction

USB-ED, in collaboration with Google, presents the Google AdWords Introduction Programme, which will introduce you to Google AdWords, and the power of online advertising. This programme will equip participants with the necessary strategies and techniques for creating and optimising their online AdWords accounts.

During the course of the programme, participants will work on live accounts, using a vast amount of online learning resources. The facilitation sessions will include working on the AdWords system as well as case studies direct from Google.

The programme will provide a step-by-step guide for creating an AdWords account, as well as an overview of the Pay Per Click advertising model.

This programme can be followed up by the Google AdWords Advanced Programme.

■ What sets this intervention apart?

Learn from a former Google employee and Google Certified Professional (GAP) trainer. This is the first step towards becoming a Google Advertising qualified individual.

■ Target Group

- Individuals in the field of marketing (e.g. marketing managers)
- Advertising and marketing services professionals from agencies
- Small business owners/entrepreneurs who wish to promote their online business or blog

■ Faculty profile

Peter Brooke-Sumner, a former Google employee and GAP (Google Certified Professional) trainer.

■ How you will benefit

At the end of this programme, participants will be equipped to:

- know the benefits of AdWords and its basic features
- understand the difference between SEO (search engine optimisation) and PPC (pay per click)
- create and run a basic AdWords account
- identify keyword types and keyword selection
- write focused and targeted ad copy
- understand the importance of landing pages, targeting and account structures
- differentiate between content and search targeting
- create basic reports
- manage campaign budgets

■ Certification upon successful completion

Delegates will complete an assignment and upon successful completion, receive a certificate of competence from the University of Stellenbosch. Completion of the Introduction and Advanced programme will help you to equip yourself to meet the criteria for GAP certification of which one is to take an online exam.

■ Content overview

- Introduction to AdWords, the user interface and the differences in search marketing
- Account creation, adgroups and how AdWords account run
- Reporting
- Keyword types, keyword selection and writing ad copy
- Content targeting and search targeting
- The importance of landing pages

■ Admission Requirements

It is assumed that participants comply with the following requirements: English language competence at NQF level 4. Sufficient ability to read and comprehend learning material and to write assignments and follow/participate in discussions on management issues. A basic understanding of online business trends and marketing.

■ NQF Alignment

This programme is presented on the complexity level of an NQF level 5.

■ Venue and Date

USB, BELLVILLE

The programme will consist of four sessions of two hours each, to be presented on the following dates:

Thursday, 5 November 2009 (18:00 – 20:00)
Thursday, 12 November 2009 (18:00 – 20:00)
Thursday, 19 November 2009 (18:00 – 20:00)
Thursday, 26 November 2009 (18:00 – 20:00)

You have the option of continuing with with Google AdWords Advanced Programme which will commence early 2010 (dates to be announced).

■ Fees

Google AdWords Introduction: R3 600

Google AdWords Advanced: R5 000

or

Both programmes (Introduction and Advanced): R7 500

Fees include a R500 AdWords voucher, programme fees, programme material, internet connectivity during the contact session, and refreshments and are payable before the commencement of the programme.

Payment policy

A cancellation fee of 10% will be payable for cancelling less than 14 days prior to the commencement of the programme.

■ Enquiries

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