



CMPT 1450: Google Ads Training

EFFECTIVE DATE

March 2021

DEPARTMENT

Computers - City Centre

DESCRIPTION

Do you want to learn how to create, develop and optimize a professional Google Ads campaign? High quality traffic is key, and this course will provide you with the practical knowledge to select the best keywords to spend money on. Once you have paid for a user to visit your website, you want them to convert. This course will also provide you with the knowledge required to convert users into customers. You will learn about the difference between high quality and low quality landing pages. This course will help you build the practical skills needed to begin your career in digital marketing, or as a business owner or employee. It will also help you better understand the process of increasing traffic and revenue for your business.

CREDITS

0.0

YEAR OF STUDY

Continuing Professional Development

PREREQUISITES

Basic knowledge of Windows

COREQUISITES

None

COURSE LEARNING OUTCOMES

Upon successful completion of this course, students will be able to:

- Create a basic Google Ads campaign
- Describe the difference between paid search advertising and other forms of online marketing
- Demonstrate how to integrate a paid search campaign with SEO
- Demonstrate how to find the keywords customers are looking for
- Demonstrate how to improve conversion rate on landing pages
- Create basic remarketing Ads campaigns

- Find actionable metrics that could improve performance of a website and Google Ads campaign

PRIOR LEARNING ASSESSMENT & RECOGNITION (PLAR)

None

HOURS

Lecture: 7.5

Lab: 7.5

INSTRUCTIONAL STRATEGIES

GRADING SYSTEM

Satisfactory/Unsatisfactory

PASSING GRADE

'S' based on minimum 80% attendance

EVALUATION PLAN

None

COURSE TOPICS

- Online marketing and paid search advertising
 - Google Ads
 - Keywords and competitive research
 - Campaign Targeting
 - Tracking sales, revenue, and form submissions
 - A/B (split) testing
 - Conversion rates
 - Quality Score and Pay-per-click (PPC)
 - PPC tools, such as SEMrush and Optmyzr

LEARNING RESOURCES

None

Notes:

- Course contents and descriptions, offerings and schedules are subject to change without notice.
- Students are required to follow all College policies including ones that govern their educational experience at VCC. Policies are available on the VCC website at:
<https://www.vcc.ca/about/governance--policies/policies/>.
- To find out how this course transfers, visit the BC Transfer Guide at <https://www.bctransferguide.ca>.

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Downtown campus

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