

# Collin College - Continuing Education

## COURSE SYLLABUS

|                           |
|---------------------------|
| <b>COURSE INFORMATION</b> |
|---------------------------|

**Course Number:** WEBT 7125

**Course Title:** Internet Marketing Using Google AdWords

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

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

**Course Resources:**

Ultimate Guide to Google Ad Words, 5th Edition  
Entrepreneur Press, 978-1599186122

**Student Learning Outcomes:**

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

**Certification Notes:**

Web Master Certification (core course)

**Next course recommendation:** Business Intelligence Using Google Analytics

**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

**Course Sessions:**

Listed are guidelines to indicate all topics that will be covered during your course. Do not plan your personal calendar based on these sessions. Your instructor will give you a calendar for your class that will indicate specific topics, assignments, and days.

**Method of Evaluation:**

Unless otherwise stated, course completion is evaluated on the basis of attendance. Students must be in attendance 90% of the class time in order to be considered a successful completer of the course.

Students must be in attendance 90% of each course in a certificate series for successful completion and to earn a certificate as specified.

Students must complete all courses (core and no. of elective courses needed) to complete a certificate series within two years from start date of the first course taken.

**Refund Policy:**

Please refer to [www.collin.edu/ce/inforegistrar.html](http://www.collin.edu/ce/inforegistrar.html) for our refund policy. No refunds after the start time of the first class.

**Americans with Disabilities Act:**

Collin College will adhere to all applicable federal, state and local laws, regulations and guidelines with respect to providing reasonable accommodations as required to afford equal opportunity. It is the student's responsibility to contact the ACCESS office, SCC-D140 or 972.881.5898 (V/TTD: 972.881.5950) to arrange for appropriate accommodations. See the current Collin Student Handbook for additional information.