

► OVERVIEW

INTRODUCTION

USB Executive Development (USB-ED), in collaboration with Google, presents the Google AdWords Advanced programme that will equip participants with the in-depth knowledge they need to run and optimise successful AdWords accounts that drive a profit for a website.

WHAT SETS THIS INTERVENTION APART?

This is the next step towards becoming a Google Advertising qualified individual. You will learn from a former Google employee and Google Certified Professional (GAP) trainer.

This programme offers a step-by-step guide to developing and maintaining an in-depth AdWords account and provides an introduction to both Analytics and AdSense, as well as a broader view of Search Engine Marketing (SEM) as a whole. It will focus on in-depth optimising skills, handy reporting tips, scaling accounts and how to take your accounts to the next level of efficiency – all with some insider tips from a past Google employee. The facilitation sessions will include case studies direct from Google and live class work – working on the new AdWords User Interface (UI).

PAST PARTICIPANTS' COMMENTS

"Excellent insights to improving return on investment." – Clifford Reddell, Member, Path Plastics

"Definitely worth attending the programme. I've really gained a lot of insights." – Rian Botha, Executive Head: Design, Louis Group

"Great course and hugely relevant." – Kim McCracken, Marketing Manager, Louis Group

► WHO

WHO SHOULD ATTEND?

This programme is aimed at:

- 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 business.

ADMISSION REQUIREMENTS

It is assumed that participants comply with the following requirements:

1. 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, and a basic understanding of online business trends and marketing.
2. Participants must have an existing Google AdWords account or alternatively have a business to promote (it will be necessary to spend money on Google AdWords campaigns).
3. Participants must either have completed the Google AdWords Introduction programme, or have a sound understanding of and experience in the areas covered by the Google AdWords Introduction programme.

FACULTY PROFILE

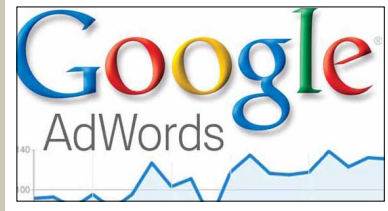
Peter Brooke-Sumner, a former Google employee and GAP (Google Advertisement Professional) trainer.

► WHAT

CONTENT OVERVIEW

This includes the following:

- How to use and understand why various matching types will be used for keywords and how they can improve the quality score
- Using various other formats like banners, mobile and local business ads
- How to install and track conversion and managing account to Return on Investment (ROI)



WHEN & WHERE

CAPE TOWN

The programme will consist of six sessions of two hours each.

- Thursday, 10 May 2012
- Thursday, 17 May 2012
- Thursday, 24 May 2012
- Thursday, 31 May 2012
- Thursday, 7 June 2012
- Thursday 14 June 2012

Class times: 18:00 – 20:00

FEES

FEES

- Google AdWords Introduction: R4 050
- Google AdWords Advanced: R5 900
or
- Both programmes (Introduction and Advanced): R7 950

Please note that programme fees, faculty and dates are subject to change.

ENQUIRIES

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- Optimising content-targeted accounts
- In-depth optimising of skills to increase CTRs, lower cost and improve ad rank
- Create and use advanced reporting skills
- Understanding quality score and its importance
- Using the MCC and its reports
- Advanced account targeting settings and being able to scale accounts
- Introduction to Analytics, creating an Analytics account and linking it to
- The new AdWords user interface
- The importance of AdSense to online advertising
- Working with the AdWords editor

NQF ALIGNMENT

This programme is presented on the complexity level of an NQF 7.

► BENEFITS

HOW WILL YOU BENEFIT?

On completion of this programme, participants will be able to:

- create useful reports
- use different ad formats
- use various keyword matching types
- understand and implement conversion tracking and ROI (return on investment) metrics
- improve keyword level CTR's (click-through rates)
- improve and managing to cost and conversion
- use My Client Center and the Google toolbox
- introduction to analytics and why it's important
- scaling and growing accounts and ad groups
- advanced campaign settings and targeting
- make use of the benefits of AdSense
- content network optimisation
- bid and position management
- use the new AdWords UI (user interface) and the AdWords editor.

CERTIFICATION

Participants will complete the Google Advanced exam and, upon successful completion, receive a certificate of competence from the University of Stellenbosch. Completion of the Introductory and Advanced programmes will equip you to meet certain criteria for GAP certification.

► FEES

FEES

Google AdWords Introduction: R4 050

Google AdWords Advanced: R5 900

or

Both programmes (Introduction and Advanced): R7 950

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.

CANCELLATION POLICY

It is of utmost importance that USB-ED be formally notified of cancellation 14 days prior to the commencement date of the programme.

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

Please note that programme fees, faculty and dates are subject to change.