

## ► OVERVIEW

### INTRODUCTION

USB Executive Development (USB-ED), in collaboration with Google, presents the Google AdWords Introduction Programme. This programme will introduce you to Google AdWords and the power of online advertising. Participants will be equipped with the necessary strategies and techniques for creating and optimising their online AdWords accounts.

### WHAT SETS THIS INTERVENTION APART?

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

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.

### PAST PARTICIPANTS' COMMENTS

*"Excellent course – very relevant – a must do for anyone wanting to do online advertising."* – Caryn Pretorius, Marketing Co-ordinator, Louis Group

*"Always a pleasure to see a master at work!"*

– Prof Melius Weideman, HOD, CPUT

*"I am impressed with the quality of the programme and will definitely recommend it to others."* – Rian Botha, Executive Head: Design, 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).

### FACULTY PROFILE

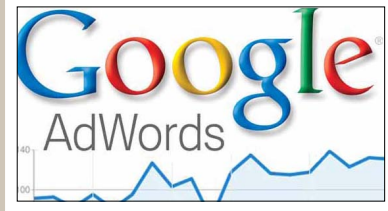
Peter Brooke-Sumner, a former Google employee and GAP (Google Advertisement Professional) trainer.

## ► WHAT

### CONTENT OVERVIEW

This includes the following:

- 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 the landing page



## WHEN & WHERE

### CAPE TOWN

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

- Thursday, 8 March 2012
- Thursday, 15 March 2012
- Thursday, 22 March 2012
- Wednesday, 29 March 2012

Class times: 18:00 – 20:00

You have the option of continuing with Google AdWords Advanced.

## 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

### CONTACT PERSON:

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## NQF ALIGNMENT

This programme is presented on the complexity level of an NQF 6.

## ► BENEFITS

### HOW WILL YOU BENEFIT?

On completion 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

Participants will complete the Google Fundamentals exam and, upon successful completion, receive a certificate of competence from the University of Stellenbosch. Completion of the Introductory and Advanced programme 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.*