

Gurukul Educational And Research Institute



SHIKSHA SANKUL, SAHASTRADHARA ROAD, NEARBY IT PARK,
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GOOGLE ADS SPECIALIST (Diploma)

Duration: 6 Months

Eligibility: 12th Pass / Basic Computer Knowledge Mode: Theory + Practical +
Live Campaign Practice

Module 1 – Introduction to Digital

Marketing

What is Digital Marketing?

- Online Marketing vs Traditional Marketing
- Overview of SEO, SEM, SMM
- Role of Paid Advertising
- Introduction to Google Ads

Module 2 – Google Ads Fundamentals

- Google Ads Account Setup
- Dashboard Overview
- Campaign Structure
- Campaign
- Ad Group
- Keywords
- Ads
- Billing & Payment Setup

Module 3 – Search Ads

- Keyword Research
- Match Types (Broad, Phrase, Exact)
- Ad Copy Writing
- Quality Score
- Bidding Strategies
- Extensions (Call, Location, Sitelink)

Practical:

- Create Live Search Campaign
- Keyword Planning

Module 4 – Display & Video Ads

- Display Campaign

- Banner Ads
- YouTube Ads
- Target Audience Selection
- Remarketing Basics

Module 5 – Conversion Tracking & Analytics

- What is Conversion?
- Google Analytics Basics
- Conversion Tracking Setup
- Performance Analysis
- CTR, CPC, ROI Calculation
- Optimization Techniques

Module 6 – Advanced & Freelancing Skills

- Smart Campaigns
- App Promotion Ads
- Local Business Ads
- Client Handling
- Campaign Reporting
- Freelancing Platforms Overview

Project Work

- Create Complete Campaign
- Keyword Research Report
- Campaign Optimization Report
- Final Viva

Examination Pattern

- Theory – 50 Marks
- Practical – 50 Marks
- Project – 50 Marks
- Viva – 50 Marks

Career Opportunities

- Google Ads Executive
- PPC Executive
- Digital Marketing Executive
- Campaign Manager
- Freelance Ads Specialist
- Performance Marketing Executive

