

PAID SEARCH MARKETING OUTLINE

Learners in [Paid Search Marketing](#) will complete a 16-week program focused on general Digital Marketing principles and Paid Search Marketing.

By the end of the program, learners will have earned 2 certifications:

1. Google: [Google Ads Search](#)

2. Meta: [Certified Digital Marketing Associate](#)

Optional: Coursera's Google Digital Marketing & E-Commerce [Certification](#)

Syllabus Overview

Week	Module	Topics/Skills
1	Intro to Digital Marketing	Principles of Digital Marketing Developing Marketing Objectives Conducting Digital Research Connecting with Customers Understanding Strategy, Analytics, and Data
2	Digital Marketing Strategy	Digital Strategy Fundamentals Setting Strategy Objectives and KPIs Digital Strategy Research Developing a Creative Strategy Executing a Digital Marketing Strategy Communicating a Digital Marketing Strategy
3	Pay-per-click (PPC) & Paid Search Advertising Part I	Principles of Paid Search Introduction to Google Ads Managing a Paid Search Campaign Measuring a Paid Search Campaign Demand Generation
4	Pay-per-click (PPC) & Paid Search Advertising Part II	Google Ads Preparing for the exam Developing a Digital marketing strategy

Week	Module	Topics/Skills
5	Pay-per-click (PPC) & Paid Search Advertising Part III	<p>Google Ads</p> <p>Generate a plan to increase leads, sales or web traffic using Google Search</p> <p>Ensure your Search marketing plan is aligned with your digital marketing budget</p>
6	Pay-per-click (PPC) & Paid Search Advertising Part IV	<p>Introduction to Meta Ads</p> <p>Preparing for the exam</p> <p>Value of Meta technologies</p> <p>Ads policy and data privacy</p> <p>Starting to advertise across Meta technologies</p>
7	Pay-per-click (PPC) & Paid Search Advertising Part V	<p>Meta Ads</p> <p>Aligning business goals to ad objectives</p> <p>Define who sees your ads</p> <p>Set your budget, placement, and schedule</p>
8	Pay-per-click (PPC) & Paid Search Advertising Part VI	<p>Meta Ads</p> <p>Creative ad formats and strategies</p> <p>Optimize Meta solutions</p> <p>Reporting</p>
9	Social Media Marketing Part I	<p>Understanding Key Social Platforms</p> <p>Setting up a Social Media Experience for a Business</p> <p>Growing and Engaging an Audience</p> <p>Creating and Optimizing Social Media Campaigns</p> <p>Developing data-driven insights using Social Media Tools</p> <p>Conducting Social Research</p>
10	Social Media Marketing Part II	<p>Fundamentals of Display and Video Advertising</p> <p>Creative Social Video Strategy</p> <p>Social Video Audience Development</p> <p>Google Display Network and Video Ad Formats</p> <p>Creating Display and Video Campaigns</p> <p>Targeting Display and Video Campaigns</p> <p>Measuring and Optimizing Display and Video Campaigns</p> <p>Video Advertising and Analytics</p>

Week	Module	Topics/Skills
11	Search Engine Optimization (SEO)	<ul style="list-style-type: none"> Understanding SEO Fundamentals Aligning SEO and Business Objectives Keywords and Building an SEO Content Plan Optimizing Organic Search Ranking Measuring SEO Performance
12	Analytics	<ul style="list-style-type: none"> Web Analytics Fundamentals Understanding Data Forecasting Search Performance Data Visualization Using Excel for Data Visualization Creating and Configuring a Google Analytics Account Setting Goals with Google Analytics Monitoring Campaigns with Google Analytics Reports Analyzing and Recording Google Analytics Data Getting Started with Content Rate Optimization (CRO)
13	Certification, Part I	<ul style="list-style-type: none"> Google Ads Certification testing begins Meta Ads Certification testing begins Exam preparation
14	Certification, Part II	<ul style="list-style-type: none"> Continue Exam preparation Job Search Portfolios
15	Professional Development, Part I	Capstone Presentations
16	Professional Development, Part II	Induction