



Syllabus  
**Google AdWords**  
Nanodegree Program





# Syllabus

## Google AdWords

### Nanodegree Program

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## Course 1: Marketing Fundamentals

*Absorb an overview of Google AdWords, and explore the framework you'll use to plan your approach. Learn about "BFab," your case study for this part of the program.*

Lesson	Title	Description
1	<b>Welcome to Google AdWords</b>	In this course, you will be given an introduction to Google AdWords, and you'll learn how this platform relates to digital marketing. You will also familiarize yourself with the Udacity classroom.
2	<b>The Digital Marketing Framework</b>	Learn about the Who, What, Where, When, Why, and How of digital marketing through our framework, and apply that framework to Google AdWords.

## Course 2: Content Strategy

*Learn how to build campaigns. Understand different structures and ad types. Experiment with bidding strategies. Master optimization basics, and explore platform reports.*

Lesson	Title	Description
1	<b>The Value of Advertising on Google AdWords</b>	Learn how to apply the different types of campaigns to the AdWords structure.
2	<b>Bidding</b>	Plan your AdWords spend by learning about the cost-per-click bid, and how that factors into other bidding strategies like CPM, CPV, and CPA, all of which you can leverage in your advertising strategy
3	<b>Measure Impact</b>	Measuring, monitoring, and optimizing your search advertising campaigns is the key to a successful return on investment (ROI). Discover key metrics to monitor and optimize your campaign performance.



## Course 3: Search Advertising

*Run and optimize a search campaign after learning best practices around campaign structure, keyword bidding, ad extensions, and various targeting methods.*

Lesson	Title	Description
1	<b>Intro to SEM</b>	Understand what search engine marketing is, and how that is applied to Search Advertising in Google AdWords.
2	<b>Keywords</b>	Understand the terms behind Google Search Ads, and practice how to create a keyword list yourself.
3	<b>Measure Impact</b>	Discover how ads on Google Search are created, and learn some best practices for launching these campaigns.
3	<b>Calculating your CPC Bid</b>	Apply your knowledge of bidding strategies to keyword bids in search campaigns.
5	<b>Navigate AdWords</b>	Jump into the AdWords platform and create a search campaign with one of our instructors!
6	<b>Metrics and Optimization</b>	Understand how to measure and optimize the success of your search campaign with various tools and reports.
7	<b>AdWords Certification</b>	Learn how the skills you master in this program can help you successfully take the Google AdWords certification.

### Project 1 : Run an AdWords Search Campaign

In this project, you will create, execute, and monitor a search engine marketing campaign on the AdWords platform for either Udacity or your own business. While your campaign is live, you will test, monitor, and optimize your results for the best possible ROI.



## Course 4: Display Advertising

*Discover the ad servers behind the display network. Learn how they differ from the search network. Set up a display campaign using various ad types and targeting methods.*

Lesson	Title	Description
1	<b>The Networks Behind Display</b>	Understand how publishers contribute to the Google Display Network, and learn the foundations of Display Advertising
2	<b>Display Targeting</b>	Understand how to target your display campaigns to reach your target audience.
3	<b>Display Ads</b>	Discover how Google Display ads are created, and learn best practices for launching these kinds of campaigns.
4	<b>Calculating your CPC Bid in Display</b>	Apply your knowledge of bidding strategies to keyword bids in display campaigns.
5	<b>Navigate AdWords</b>	Create a display campaign with one of our instructors!
6	<b>Metrics and Optimization</b>	Understand how to measure and optimize the success of your display campaign with various tools and reports.



## Course 5: Mobile Advertising

*Investigate the critical role mobile plays in advertising. Launch mobile and app campaigns.*

Lesson	Title	Description
1	<b>Why mobile?</b>	Learn how advertisers use mobile in their marketing strategies with mobile-friendly sites and mobile-centric strategies.
2	<b>Mobile strategies</b>	Learn how you can adapt your campaigns with mobile targeting and bidding options.
3	<b>Mobile ads</b>	Create mobile-only campaigns with unique ads and extensions to achieve your mobile strategy.
4	<b>App ads</b>	Work through how to setup app campaigns, and learn best practices to optimize your campaign results.
5	<b>Measurement of success</b>	Understand how to measure your mobile success, and how to best articulate and present these findings to your future advertisers.

## Course 6: Video Advertising

*Learn about video ad formats, video targeting, and YouTube Analytics, and then create and optimize a YouTube campaign.*

Lesson	Title	Description
1	<b>Advertising within YouTube</b>	Understand the value of advertising on YouTube, in addition to Search and Display advertising.
2	<b>Setting up a video campaign</b>	Discover how ads on YouTube are created, and learn some best practices for launching these campaigns.
3	<b>Optimization</b>	Learn how to measure your video campaign success with YouTube analytics, and learn best practices from the industry.



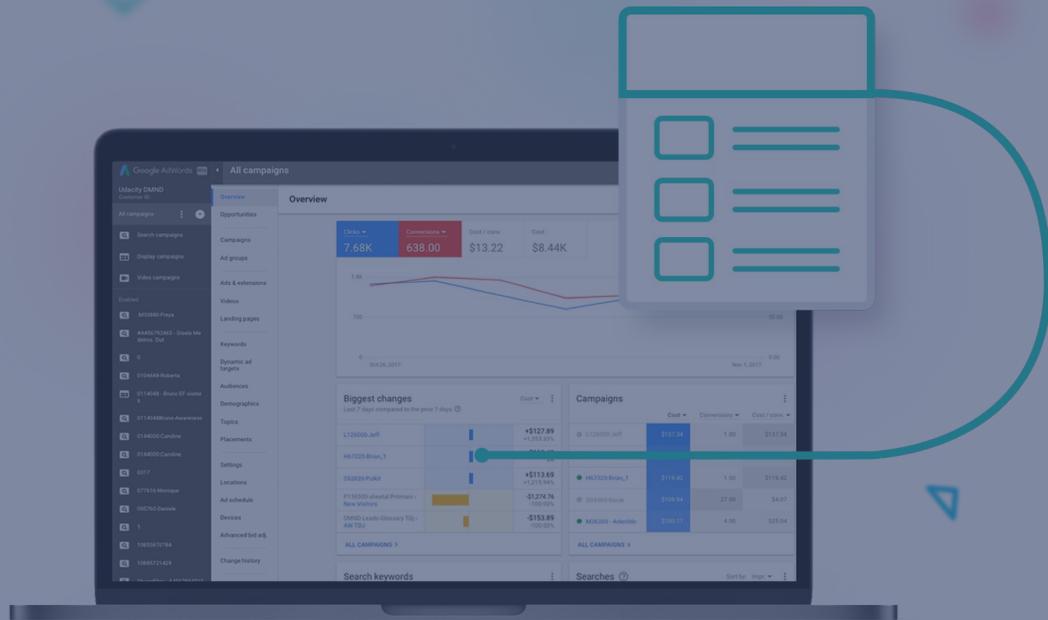
## Course 7: E-commerce Advertising

*Learn about the Google Merchant Center, then walk through the setup and optimization of a shopping campaign.*

Lesson	Title	Description
1	<b>What are Shopping ads?</b>	Learn how e-commerce clients advertise their products on Google through shopping ads.
2	<b>Google Merchant Center</b>	Follow an e-commerce business, and witness how they set up their Google Merchant Center account to prepare themselves for their shopping campaigns.
3	<b>Creating your Product Feed</b>	Learn how these business upload their products into Google after setting up their Google Merchant accounts.
4	<b>Shopping campaigns in Adwords</b>	Learn how these e-commerce clients set up their shopping campaigns through Google AdWords.
5	<b>Best practices</b>	Learn about the different optimization techniques needed to make your shopping campaign successful.
6	<b>Conclusion</b>	Practice makes perfect! Refresh your newly-gained skills in AdWords through these best practices in display, mobile, and video campaigns, and get ready to practice them in the upcoming project!
7	<b>Thank you</b>	Thank you and Good luck!

### Project 2: Run a Display, Mobile, or Video Campaign

In this project you will evaluate the results of a display advertising campaign and create a presentation of the results similar to what you'd provide to a client. Your summary will include the targeting strategy, creatives used, the results of the campaign, along with recommendations on how to improve the campaign.



Learn more about the Udacity Google AdWords Nanodegree Program visit us at:  
[www.Udacity.com/Google-AdWords](http://www.Udacity.com/Google-AdWords)