

IMK484 : Principles of Online Campaign Development

In the Principles of Online Campaign Development course, students will examine pay per click as an online advertising model. In this model, advertisers bid against one another for ad space and positioning and only pay when their ad is clicked. Google AdWords is the dominant platform in the pay-per-click arena, and students will work toward becoming an AdWords Certified Partner throughout the course. Significant focus is placed on crucial elements of pay-per-click advertising including Quality Score, ad-copy writing, keyword relevance, and bid amounts across both the search and content networks. Students will also be exposed to relevant industry software to build their expertise.

Credits 4