

Course Information			
Course Title		Pay Per Click Marketing	
Course Code		DIM007	
Syllabus Overview		By the end of this course the student will know how to create efficient and effective Pay Per Click campaigns.	
Syllabus			
1. The Basics	5. Keyword Alignment on the Path to Purchase	9. Seasonality	13. Account Deployment
2. First Things First	6. Discovering Keywords	10. Writing your Ad Text	14. Maintaining your Marketing Campaign
3. How People Search, Shop and Buy Online	7. Grouping and Themeing	11. After the Click	15. Hiring Help
4. The Art of the Keyword	8. Geo-targeting	12. Bidding and Budgeting	16. SEO
Other Course Information			
Suitable For		All persons interested in Internet Marketing	
Academic level		Certificate	
Number of Modules		1	
Total number of credits		5	
Number of credits needed to obtain certificate		5	
Number of credits required for Advanced Certificate		30	
Number of credits required for Diploma		60	
Commencement		Within 30 days of registration (subject to course material availability).	
Duration	Slow Track	Part-Time (Standard)	Full Time
	12 weeks	6 weeks	3 weeks
Preparation, Study, Revision Hours Suggested per week	Slow Track	Part-Time (Standard)	Full Time
	7.5	15	30
Coursework hours suggested per week (standard track)	Slow Track	Part-Time (Standard)	Full Time
	5	10	20
Requirements (Academic)		Good command of English. Completed DIM006.	
Requirements (Other)		Required: PPC Accounts in Google AdWords. Optional: PPC Accounts in MSN AdCentre and Yahoo Search. Keyword research tool such as WebCeo or an account on WordTracker.com.	
Award Type		Certificate	
Award System / Assessment Methods		Topic Assignments	
Open Scope Assignments		Option Available	
Open Scope Research Projects		Option Available	
Course Fees		€300	
Textbooks and Learning Materials included in course fees		Yes	
Other Expenses		Optional: GBP5.00 for Google Adwords Deposit. Also keyword research software purchases or subscriptions.	
Examination Certificate		Option Available	
Notes about the course		None	