



## MICRO-CERTIFICATION IN GOOGLE ADWORDS & ONLINE ADVERTISING

In the ever-expanding digital landscape, the ability to create effective online advertising campaigns is a crucial skill for businesses and marketing professionals alike. The Micro-Certification in Google AdWords & Online Advertising at NBUC is designed to equip participants with the expertise needed to plan, execute, and optimize successful online advertising campaigns using the powerful platform of Google AdWords.



Delivery mode: **Online**

Duration of study: **7 Weeks / 14 Hours**

Level: **Advanced**

### Program Overview

Online advertising is at the forefront of modern marketing strategies, and Google AdWords stands as a flagship platform for reaching and engaging target audiences. This micro-certification program is tailored for marketers, business owners, and aspiring advertising professionals eager to harness the full potential of online advertising to drive business growth.

### Assessment

- Coursework: 80%
- Examination: 20%

## PROGRAM STRUCTURE

The Micro-Certification comprises modules covering fundamental and advanced aspects of Google AdWords and online advertising. Through practical exercises, case studies, and real-world scenarios, participants will gain hands-on experience and actionable insights that can be immediately applied to their advertising efforts.

## ENROLL TODAY

Whether you're a marketing professional aiming to boost your advertising skills or a business owner seeking to enhance your online presence, the Micro-Certification in Google AdWords & Online Advertising at NBUC is your pathway to success.

Enroll today and take the first step toward becoming a proficient online advertiser!

## Why NBUC?

At NBUC, we are committed to delivering high-quality, industry-relevant education. Our experienced instructors bring real-world insights and practical expertise to the program, ensuring participants receive cutting-edge skills that are applicable in diverse professional contexts.

## KEY LEARNING OBJECTIVES

- **Understanding Online Advertising Landscape:**
  1. Explore the evolution of online advertising and its significance in the digital age.
  2. Understand the various platforms and channels available for online advertising.
- **Introduction to Google AdWords:**
  1. Learn the basics of Google AdWords, its features, and its role in online advertising.
  2. Gain insights into creating and managing campaigns within the AdWords platform.
- **Campaign Planning and Strategy:**
  1. Develop effective advertising strategies aligned with business goals.
  2. Understand the importance of targeting, budgeting, and scheduling in campaign planning.
- **Ad Creation and Optimization:**
  1. Dive into the art of creating compelling ads that resonate with target audiences.
  2. Learn to optimize ad performance through A/B testing and continuous improvement.

## COURSE PROGRESSION

Credits from this Micro-Credential Programme are transferable to the following full academic programme:

Diploma in Digital Marketing Technology

## TO REGISTER OR ENQUIRE

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