

nanyang polytechnic

LIFELONG LEARNING

#becausewecan



**1 Day Hands-On Pay Per
Click Search Advertising**

What will you learn?

The one-day course will give you an introduction to Pay Per Click Search Advertising in the following areas:

- Google Ads Platform
- Campaign Set-up and Ad Group Structure
- Ad Copywriting
- Keywords Research
- Click-Through-Rate with Ads Extension

Duration: **1 day** | Time: **9am - 5pm** | Mode of Learning: **Hands-on Lab Learning**

Who should attend?

Entrepreneurs, start-up founders and business executives seeking to deepen or broaden their skills and knowledge in advertising on Google Search.

How much will it cost?

	Course Fees (incl. GST)
Foreigners (unsubsidised)	\$278.20
SC <40yrs old (after funding)	\$83.46
PR (after funding)	\$83.46
SC ≥40yrs old (after funding)	\$31.46
SC employed by SME (after funding)	\$31.46

SC: Singapore Citizen | PR: Permanent Resident | SME: Small Medium Enterprise

Information to Note:

All Singaporeans aged 25 and above can use their SkillsFuture Credit from the government to pay a wide range of approved skills-related courses. Visit the SkillsFuture Credit website (www.skillsfuture.sg/credit) to choose from the courses available on the Training Exchange course directory. Fees are inclusive of GST. Terms and conditions apply.

Apply Now



www.nyp.edu.sg/schools/sbm/lifelong-learning.html

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