Bharath
INSTITUTE OF HIGHER EDUCATION AND RESEARCH
(Declared as Deemed - to - be - University under section 3 of UGC Act 1956)

NAAC

BHARATH INSTITUTE OF SCIENCE AND TECHNOLOGY
No.173, Agharam Road, Selaiyur, Chennai , T.N - 600 073.

Requisition Letter

Date: 03.09.2018

From
Dr. K.P.Kaliyamurthie,
Professor & Head,
Department of CSE,
Bharath Institute of Higher Education and Research,
Chennai

To
The Dean Engineering,
Bharath Institute of Higher Education and Research,
Chennai

Respected sir

Subject: Request of Permission to conduct a value-added course on **"GOOGLE AD WORD OR GOOGLE"** -Reg

With reference to above subject, I would like to bring to your kind notice that, our department interested to organize value added course on **"GOOGLE AD WORD OR GOOGLE"** in our campus premises on **19.9.2018**, students would be participating in this course. We request you kindly to give permission to organize this event.

Venue: **CSE Smart Room**

Timing 4:00 PM to 5:00 PM.Monday to Friday

Submitted to Principal for approval to organize this value-added course.
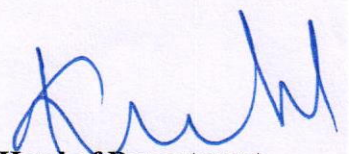
HOD

DEAN ENGINEERING

CIRCULAR

17.09.2018

The School of computing, Bharath Institute of Higher Education and Research is planned to conduct a certification value added course on**GOOGLE AD WORD OR GOOGLE** for the benefit of II, III and IV year students. This course is scheduled from 19.09.2018 for 30hours which includes theory and practical. The timings are 4:00 PM to 5:00 PM from Monday to Friday.

All Registered Students must attend all the classes without fail. The following faculty members are assigned to handle the course. S.NO	Name of the Faculty	Designation
1	Mrs.Velvizhi	Professor
2	Mrs.C.Anuratha	Professor

Head of Department

To

Copy to CSE

Copy to IT

CERTIFICATE COURSE APPLIED GOOGLE AD WORD OR GOOGLE
Date of Introduction of the Course:02.08.2018
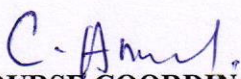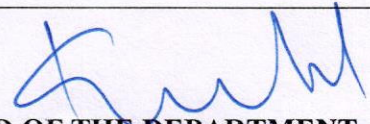
The timings are

Time Table& Lesson plan

CLASS	DATE	TOPIC
1,2	19.9.2018 20.9.2018	**1. MODULE 1:** Introduction of Google Ad Words overview of Google's business, its networks and advertising programmers. We review the Search, Display and growing Mobile networks.
3,4	21.9.2018 24.9.2018	**2. MODULE 2:** This including Google's Cost Per Click (CPC), Cost Per Acquisition (CPA) and Cost Per Mille (CPM) advertising models.
5,6	25.9.2018 26.9.2018	**3. MODULE 3:** Understanding the concepts which lie behind AdWords™ is vital to developing profitable campaigns. We explain Google's results page (including features such as Instant and the integration of Google+ within their SERPs), Quality Score, the AdWords
7,8	27.9.2018 28.9.2018	**4. MODULE 4:** A major focus of Enhanced Campaigns is the way AdWords™ handles devices (PCs, tablets and Smartphones), the user's location and time-of-day (collectively referred to as "context").
9,10	1.10.2018 2.10.2018	**MODULE 5:** We've developed an account model for Google AdWords that delivers a solid Return on Investment (ROI) using a methodology that is affordable, maintainable and scalable.
11,12	3.10.2018 4.10.2018	**6. MODULE 6:** Tiered Account Model (TAM) mirrors your website structure and AdWords™ Match types, thereby ensuring you intercept the cheapest searches in your market nationally, internationally or via custom geographic targeting.
13,14	5.10.2018 8.10.2018	**7. MODULE 7:** AdWords fundamentals, search advertising, display advertising, video advertising and shopping advertising internationally using TAM concepts or via custom geographic targeting.

15,16	9.10.2018 10.10.2018	**8. MODULE 8:** Explore the demographics (who) and psychographics (why) of your target audience, together with key assumptions - such as your site's conversion rate - that determine the profitability of your online campaigns.
17,18	11.10.2018 12.10.2018	**9. MODULE 9:** The cornerstone of a successful Google Ad Words campaign is keyword research. This should drive both your PPC and Search Engine Optimization(SEO) strategies. We show you how to undertake effective keyword discovery and mining.
19,20	15.10.2018 16.10.2018	**10. MODULE 10:** Show you how to develop a profitable bidding strategy for your campaigns, and the effective use of Ad Words™ settings to control ad delivery and audience targeting.
21,22	17.10.2018 18.10.2018	**11. MODULE 11:** Identifying and understanding visitor trends in your market will be vital to the success of your campaigns, and we show you how to tailor your campaigns to exploit these trends, and how to ensure your ads are always at the top of Google's results page.
23,24	19.10.2018 22.10.2018	**12. MODULE 12:** Treating your keywords, ads and landing pages as a unit is the key to maximising conversion rates. We show you how to develop and test your ads, explaining the impact of each element and its effect on an ad's Click-Through-Rate (CTR).
25,26	23.10.2018 24.10.2018	**13. MODULE 13:** Understanding how visitors' scan web pages, how the human eye and brain process information on-screen will help you design more effective landing pages. We accompany these aspects with a review of your website.
27,28	25.10.2018 26.10.2018	**14. MODULE 14:** Optimising your Ad Words campaigns without a methodology is the main reason most company's advertising fails to deliver the expected ROI. We provide you with a template schedule and clear rules to apply to your own campaigns.
29,30	29.10.2018 30.10.2018	**15. MODULE 15:** Google now offers a growing range of other services that every company should employ as part of their online marketing activities. We cover the most important of these, including Google Analytics, Webmaster and Alerts.

COURSE COORDINATOR

HEAD OF THE DEPARTMENT

CERTIFICATE COURSE ON GOOGLE AD WORD OR GOOGLE

Date of Introduction of the Course:19.09.2018

COURSE SYLLABUS

1. MODULE 1:

IntroductionofGoogle Ad Wordsoverview of Google's business, its networks and advertising programmers. We review the Search, Display and growing Mobile networks.

2. MODULE 2:

This including Google's Cost Per Click (CPC), Cost Per Acquisition (CPA) and Cost Per Mille (CPM) advertising models.

3. MODULE3:

Understanding the concepts which lie behind AdWords™ is vital to developing profitable campaigns. We explain Google's results page (including features such as Instant and the integration of Google+ within their SERPs), Quality Score, the AdWords.

4. MODULE 4:

A major focus of Enhanced Campaigns is the way AdWords™ handles devices (PCs, tablets and Smartphones), the user's location and time-of-day (collectively referred to as "context").

5. MODULE 5:

We've developed an account model for Google AdWords™ that delivers a solid Return on Investment (ROI) using a methodology that is affordable, maintainable and scalable.

6. MODULE 6:

Tiered Account Model (TAM) mirrors your website structure and AdWords™ Match types, thereby ensuring you intercept the cheapest searches in your market nationally, internationally or via custom geographic targeting.

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AdWords fundamentals, search advertising, display advertising, video advertising and shopping advertising internationally using TAM concepts or via custom geographic targeting.

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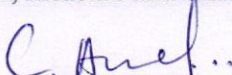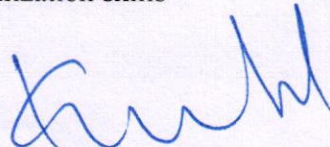
COURSE OBJECTIVES

This Google AdWords training course is very interactive, which includes practical demonstrations of the Google AdWords interface, case studies, best practices, trends and discussions. During the course, students will be advised to run live campaigns so that they can get better understanding of Google AdWords in real time. Digital Ready's Certificate Course in Google AdWords, you will be able to maximize the return on investments (ROI). With our up-to-date and practical Google AdWords training, you will be able to know effective PPC advertising strategies and wealth of information to optimize your PPC campaigns effectively so that they meet your business objectives and goals.

Specifically, the course has the following objectives:

Students will learn

- Understand how Google AdWords Work
- Setup PPC account and goals
- Plan and Setup Google AdWords campaigns
- Perform keyword research to develop highly targeted keywords list
- Learn about your quality score and influencing factors
- Optimize the landing pages for better conversion
- Get the most out of your campaigns and budgets with account optimization skills
- Optimize and manage your campaigns
- Track, measure and create reports

COURSE COORDINATOR

HEAD OF THE DEPARTMENT

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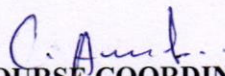(Declared as Deemed-to-be University under section 3 of UGC Act 1956)

CERTIFICATE COURSE ON GOOGLE AD WORD OR GOOGLE
Date of Introduction of the Course: 19.09.2018

School of Computing
Registered Students Name List

S.NO	REG.NO	NAME OF THE STUDENT
1	U17CS001	YALAMADDI BHARGAV
2	U17CS002	MAMDARAPU SARTHIK
3	U17CS076	BANDARI RANJITH REDDY
4	U17CS077	REKAPALLISASAANK
5	U17CS152	JAMMULADINNE RANGA REDDY
6	U17CS153	BANDARU JANARDHAN
7	U17CS227	SHAIK KHADARVALI
8	U17CS228	MURIKIPUDI ALEX
9	U16CS701	PRADEEP SURIYA
10	U16CS702	MOHANRAJ
11	U16CS100	GALLA BHUCHANDRA
12	U16CS101	NITHISHVAR S
13	U16CS151	PODAPATI ASMITHA
14	U16CS152	NALLAPU RAJESH
15	U16CS707	HANUMANTHU RAO
16	U16CS708	SIMRAN ALIZA NISAR
17	U15CS034	CHIDIPOTHU PRATHYUSHA
18	U15CS035	CHINTAGINJALA VENKATA SRI SAI SRAVYA
19	U15CS087	KARTHEESWARAN P
20	U15CS088	KARTHICK S
21	U15CS180	RAVURI SRIKANTH
22	U15CS182	RICHARD WUMBRAND J
23	U15CS183	S. PUNITHA
24	U15CS184	S. SAI SHRUTHI
25	U15CS185	SADHOLLA PRANAY REDDY
26	U15CS241	RUPESH KUMAR ROY
27	U15CS242	KOTAGIRI SAI CHAND

28	U15CS243	RANDHIR KUMAR
29	U15CS244	RAJESH.D
30	U15CS246	J.SAI RAM MADHAV
31	U15CS704	Karam
32	U15CS010	Divya
33	U15CS505	C.koushik
34	U15CS149	P.Khaja khan
35	U15CS122	MAHAMOD SHAJEEN
36	U15CS509	S.AJAY PERUMAL
37	U15CS511	PUJARI DOLIKASREE
38	U15CS512	KATTA PARDHU CHANDRAKANTH
39	U15CS513	KOMARA VENKATESH
40	U15CS188	SANDANAMUDI CHANDRA TEJA
41	U15CS189	SANTHOSH RAJ M
42	U15CS190	SATHISH S
43	U15CS707	ARVING.S.PINTO
44	U15CS708	C.A.AJISH MON
45	U15CS710	JAYANTHI..S
46	U15CS502	DANIEL BRITTO
47	U15CS503	AKASH VENKATRAMAN
48	U15CS712	N VENKAT SUBHASH
49	U15CS237	BUDDI VAMSI
50	U15CS239	AVINASH KUMAR
51	U15CS240	YUGESH.S
52	U15CS241	RUPESH KUMAR ROY
53	U15CS242	KOTAGIRI SAI CHAND

COURSE COORDINATOR

HEAD OF THE DEPARTMENT

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CERTIFICATE COURSE ON GOOGLE AD WORD OR GOOGLE

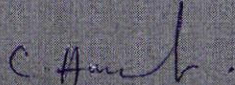**COURSE COORDINATOR**   **HEAD OF THE DEPARTMENT**

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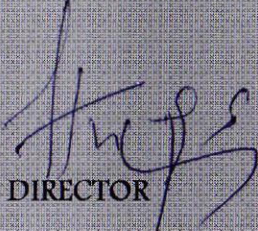
CERTIFICATE OF PARTICIPATION

This certificate is presented to

S.SATHISH(REG NO:U15CS190)

For actively participating in the value added course "GOOGLE AD WORD OR GOOGLE"

Conducted by School of Computing, BIHER from 19.09.2018 to 30.10.2018.

COURSE COORDINATORS

HEAD OF THE DEPARTMENT

DIRECTOR

COURSE FEEDBACK FORM

Academic Year		2018 – 2019				
Term		ODD				
Course Number						
Course Title		Google Ad Word or Google.				
Number of Credits						
Type of Course	Regular		Elective		Add-on	✓

I.   **Information on the Respondent: (Tick (√) Appropriately)**

1.   **Percentage of classes attended**

0-20		20-40		40-60		60-80	✓	80-100	

2.   **Number of hours per week spent on the course (Other than lecture hours)**

0-2		2-4		4-6		6-8		8-10	

3.   **Preparation for the course by the student:**

(i)	Have done part of this course earlier	NO
(ii)	Has adequate prior exposure to the prerequisites	NO
(iii)	Had to pickup relevant additional topics through concurrent study	YES
(iv)	Have no exposure to the background material	NO

4.   **The expectations for taking the course by the student are:**

(a)	Enhance by skill base in the area of specializations	yes
(b)	Get exposed to a relevant subject	yes
(c)	Curiosity	yes
(d)	Better Employment Opportunity	yes
(e)	Complete Course requirements	yes
(f)	To Improve CGPA	yes

About the Instructor: Information on the Respondent: (Tick (√) Appropriately)

		A	B	C	D	E
1.	Pace of the Teaching/lecture	✓				
2.	Comment of the Subject	✓				
3.	Clarity of expression	✓	✓			
4.	Level of preparation					
5.	Level of interaction	✓				
6.	Accessibility outside the class		✓			
7.	Others (please specify					

A: Excellent		B: Very Good		C: Good		D: Satisfactory		E: Poor	

HEAD OF THE DEPARTMENT

COURSE FEEDBACK FORM

Academic Year	2018 – 2019
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Course Number	
Course Title	Google Ad Word or Google.
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4.	Level of preparation					
5.	Level of interaction	✓				
6.	Accessibility outside the class		✓			
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A: Excellent		B: Very Good		C: Good		D: Satisfactory		E: Poor	

HEAD OF THE DEPARTMENT