

● TECHFELIX ACADEMY

COMPLETE COURSE SYLLABUS

Google Ads (PPC) Course in Mohali

Search · Display · Shopping · YouTube · Performance Max

8

Modules

65+

Topics

4+

Live Projects

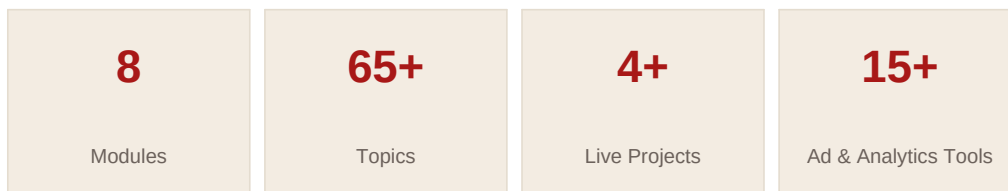
15+

Ad & Analytics Tools

PROGRAM OVERVIEW

Master Google Ads with Practical, Live-Campaign Training

This is the complete, topic-by-topic syllabus for TechFelix Academy's Google Ads (PPC) Course in Mohali — every subject taught across the program, in the order it's delivered. Designed for students, professionals, entrepreneurs and freelancers who want to launch and optimise real ad accounts, not just study theory.

**COURSE AT A GLANCE**

Module 01 — Introduction to Google Ads

Module 03 — Search Ads

Module 05 — YouTube Video Ads

Module 07 — Conversion Tracking & Analytics

Module 02 — Keyword Research & Campaign Planning

Module 04 — Display & Remarketing Ads

Module 06 — Shopping Ads & Performance Max

Module 08 — AI & Automation in Google Ads

MODULE 01

Introduction to Google Ads

Build a strong foundation in the Google Ads ecosystem and how paid advertising works.

WHAT YOU'LL LEARN

- Introduction to Google Ads
- How Google Ads works
- PPC (Pay-Per-Click) fundamentals
- Google Ads account structure
- Campaigns, ad groups & ads
- Understanding Quality Score
- Ad Rank & auction process
- Match types explained
- Search intent & customer journey

TOOLS

Google Ads

PRACTICAL ACTIVITY

Create your first Google Ads account and explore the dashboard.

MODULE 02

Keyword Research & Campaign Planning

Choose the right keywords and plan budgets before a campaign goes live.

WHAT YOU'LL LEARN

- Keyword research techniques
- High-intent commercial keywords
- Match types (broad, phrase & exact)
- Negative keywords
- Competitor research
- Search volume analysis
- Keyword Planner
- Budget planning
- Campaign objectives

TOOLS

Google Keyword Planner,
Google Trends, Google Ads
Insights

PRACTICAL ACTIVITY

**Create a keyword strategy for
a local business.**

MODULE 03

Search Ads

Reach users actively searching for products and services, and optimise for CTR.

WHAT YOU'LL LEARN

- Search campaign setup
- Responsive Search Ads
- Ad copywriting
- Headlines & descriptions
- Ad extensions (assets)
- Landing page best practices
- Dynamic Search Ads
- Quality Score optimisation
- Search campaign optimisation

TOOLS

Google Ads Editor

PRACTICAL ACTIVITY

Launch a Search campaign and optimise it for better click-through rate (CTR).

MODULE 04

Display & Remarketing Ads

Build brand awareness and reconnect with previous website visitors.

WHAT YOU'LL LEARN

- Google Display Network
- Audience targeting
- Custom audiences
- In-market audiences
- Affinity audiences
- Responsive Display Ads
- Remarketing campaigns
- Banner advertising best practices

TOOLS

Google Ads

PRACTICAL ACTIVITY

Create a Display campaign with audience targeting.

MODULE 05

YouTube Video Ads

Promote a business through one of the fastest-growing digital marketing channels.

WHAT YOU'LL LEARN

- YouTube campaign setup
- Skippable & non-skippable ads
- In-feed video ads
- Video Action Campaigns
- Audience targeting
- Video performance metrics
- Campaign optimisation

TOOLS

Google Ads, YouTube Studio

PRACTICAL ACTIVITY

Launch a YouTube campaign for a product or service.

MODULE 06

Shopping Ads & Performance Max

Help ecommerce businesses increase product visibility and online sales.

WHAT YOU'LL LEARN

- Google Merchant Center
- Product feed optimisation
- Shopping campaign setup
- Product Listing Ads (PLA)
- Performance Max campaigns
- Asset groups
- Audience signals
- AI-powered campaign optimisation

TOOLS

Google Merchant Center

PRACTICAL ACTIVITY

Create a Shopping or Performance Max campaign using a sample product catalog.

MODULE 07

Conversion Tracking & Analytics

Measure results and make data-driven improvements, not just track clicks.

WHAT YOU'LL LEARN

- Conversion tracking setup
- Google Tag Manager (GTM)
- Google Analytics 4 (GA4)
- Event tracking
- Goal configuration
- Attribution models
- Performance reporting
- Campaign optimisation

TOOLS

Google Analytics 4, Google Tag Manager, Looker Studio

PRACTICAL ACTIVITY

Configure conversion tracking and analyse campaign performance using GA4.

MODULE 08

AI & Automation in Google Ads

Use AI to improve bidding, targeting and performance while keeping strategic control.

WHAT YOU'LL LEARN

- Smart Bidding strategies
- Automated rules
- Performance Max optimisation
- AI-powered ad recommendations
- Audience insights
- Predictive campaign optimisation
- AI-assisted ad copy creation

TOOLS

Google Ads AI features

PRACTICAL ACTIVITY

Optimise an existing campaign using AI-driven recommendations and compare performance.

TOOLKIT

Tools You'll Work With

Hands-on experience with the same software agencies and in-house teams use every day.

Google Ads	Google Keyword Planner	Google Ads Editor	Google Merchant Center
Google Business Profile	Google Analytics 4	Google Tag Manager	Looker Studio
Google Search Console	ChatGPT	Gemini	Google Trends
Google PageSpeed Insights			

CAREER OUTCOMES

Google Ads professionals are hired across agencies, startups, ecommerce, IT companies, education and healthcare organisations investing in measurable growth.

Google Ads Executive	PPC Executive
Performance Marketing Executive	Paid Media Specialist
SEM Specialist	Google Ads Analyst
Campaign Manager	Freelance Google Ads Expert

PORTFOLIO

Live Projects You'll Complete

Search Campaign Launch	Live Search campaign built and optimised for better click-through rate.
Display & Remarketing Campaign	Audience-targeted Display campaign with custom & in-market audiences.
YouTube Video Campaign	Launch a YouTube ad campaign and track performance metrics end-to-end.
Shopping / Performance Max Campaign	Ecommerce campaign built using a sample product catalog.

WHO THIS COURSE IS FOR

Students & fresh graduates

Working professionals

Business owners

Freelancers

Marketing executives

E-commerce store owners

Entrepreneurs

Digital marketing professionals

Ready to start?

Book a free demo class or talk to our counsellor to plan your batch.

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