



iUniversity
BY IYDA

Performance Marketing & Paid Ads Bootcamp

iUniversity by IYDA

Duration: 2 Months

Learning Hours: 80 Hours

Mode: Online / Offline / Hybrid

Eligibility: 10+2 / Graduate / Working Professionals / Entrepreneurs

Level: Beginner to Intermediate

Certification: Certificate of Completion from iUniversity by IYDA

Module 1: Introduction to Performance Marketing

Practical learning through hands-on activities, assignments, and real-world applications.

Module 2: Google Ads Fundamentals

Practical learning through hands-on activities, assignments, and real-world applications.

Module 3: Search Advertising (Google Search Ads)

Practical learning through hands-on activities, assignments, and real-world applications.

Module 4: Display Advertising & YouTube Ads

Practical learning through hands-on activities, assignments, and real-world applications.

Module 5: Meta Ads (Facebook & Instagram Advertising)

Practical learning through hands-on activities, assignments, and real-world applications.

Module 6: Conversion Tracking & Analytics

Practical learning through hands-on activities, assignments, and real-world applications.

Module 7: AI-Powered Campaign Optimization

Practical learning through hands-on activities, assignments, and real-world applications.

Module 8: Capstone Project & Career Preparation

Practical learning through hands-on activities, assignments, and real-world applications.

Tools & Technologies Covered:

- Google Ads
- Google Analytics 4
- Google Tag Manager
- Meta Ads Manager
- YouTube Ads
- Google Merchant Center
- Looker Studio
- ChatGPT
- Canva AI
- SEMrush
- Ubersuggest

Career Opportunities:

- Performance Marketing Executive
- Google Ads Specialist
- Meta Ads Specialist
- PPC Executive
- Paid Media Analyst
- Campaign Manager
- Digital Advertising Specialist
- Growth Marketing Executive
- Freelance Performance Marketer
- Performance Marketing Consultant