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90%
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(24 HRS)

GOOGLE ADS

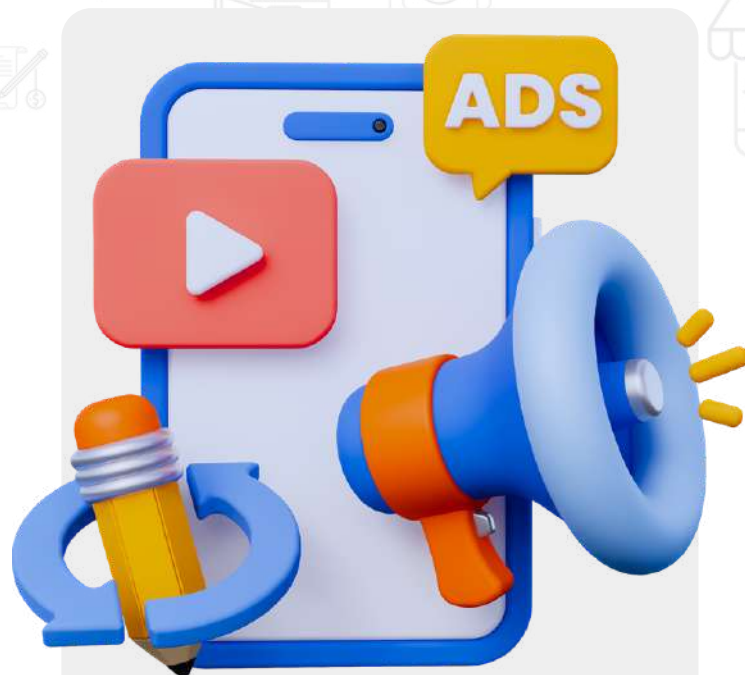
Course Synopsis

Google Ads remains one of the most effective ways for businesses in Singapore to reach high-intent customers at the exact moment they are searching for solutions. Whether the goal is generating leads, increasing sales, or improving online visibility, Google Ads offers measurable, scalable results when used correctly.

This 3-Day Google Ads course gives you a complete, hands-on understanding of how to **plan, build, and optimise campaigns** that perform. This will include exploring the new **AI-powered campaigns** to understand the recent developments in Google Ads. You will learn how to choose the right campaign types, **conduct keyword and audience research, structure campaigns effectively**, and use **bidding and budgeting strategies** to improve results.

The course also covers **performance analysis, Quality Score, and practical optimisation techniques**. Through guided exercises and a project-based assessment, you will gain the confidence and skills to run Google Ads campaigns that deliver real business outcomes.

Course Code: TGS-2026064604



Prerequisites

Language:

- Attained at least WPLN Level 6 OR
- Obtained Grade C6 for GCE O-Level English OR
- Other equivalent qualifications

Academic:

- Obtained at least a pass or C6 at GCE O-Level in at least 3 subjects OR
- Candidates with other qualifications will be considered on a case-by-case basis OR
- Mature candidates (≥ 30 years old) with 8 years of relevant working experience

Total Training Hours:

- 24-hour training course including a 2-hour assessment
- Written Assessment

Learning Units



Learning Unit 1

Introduction to Google Ads and Strategic Planning



Learning Unit 2

Campaign Setup



Learning Unit 3

Measuring a Google Ads Campaign



Learning Unit 4

Testing & Optimisation

Course Objectives

By the end of this course, learners should be able to:

- ✓ Examine the integration of the Google Ads platform within a comprehensive marketing strategy.
- ✓ Develop a thorough comprehension of the foundational principles and processes of the Google Ads platform.
- ✓ Master the intricacies of Google Ads campaign setup by progressing through each crucial stage to define clear campaign objectives, employ effective bidding strategies, target audiences, conduct strategic keyword research, craft compelling ad copy, explore diverse ad formats, and skillfully manage budgets.
- ✓ Develop proficiency in Google Ads by selecting and interpreting relevant metrics to gauge campaign success, including analysing Return on Investment (ROI), reviewing and understanding various attribution models, scrutinising conversion paths, and customising reports to evaluate advertising performance comprehensively.
- ✓ Evaluate a Google ads campaign to ensure the activity effectively reaches target markets, aligns with performance measures, and is optimised based on testing, ad relevance, and targeting.



Programme Fee

S\$1,493.30

(inclusive of
9% GST)

PROGRAMME FEE AFTER ELIGIBLE SSG SUBSIDIES:

From **S\$173.99**

(inclusive of 9% GST) after 90% SSG Subsidies

 Self-Sponsored	Course Fee before Subsidy and GST	Eligible Funding	Nett Fees Payable incl. 9% GST
Singapore Citizens ≥ 40 years old	S\$1,370.00	90% SkillsFuture Funding	S\$173.99
Singapore Citizens, PRs or LTVP+ Holders ≥ 21 years old		70% SkillsFuture Funding	S\$447.99

SkillsFuture Credits can be used on top of existing subsidies

 Company-Sponsored	Course Fee before Subsidy and GST	Eligible Funding	Nett Fees Payable incl. 9% GST
Small-to-Medium Enterprise (SME) Singaporean Citizens, PRs or LTVP+ Holders ≥ 21 years old	S\$1,370.00	90% SkillsFuture Funding	S\$173.99
Non-SME Singaporean Citizens, PRs or LTVP+ Holders ≥ 21 years old		70% SkillsFuture Funding	S\$447.99
Non-SME Singaporean Citizens ≥ 40 years old		90% SkillsFuture Funding	S\$173.99

Singapore Citizens 21 years old and above who meet special criteria* may be eligible for Additional Course Fee Funding Support (AFS) of 95% Subsidy. AFS is only eligible for SkillsFuture Career Transition Programme applicants.

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