

PPC for Beginners

Course code: IMPPC

Discover the fundamental principles of PPC advertising and learn everything from defining business goals and target audiences to setting up and evaluating campaigns on Google Ads and Sklik. Practical examples, useful real-world tips, and a workshop will help you create effective ads that deliver results. Not attending means falling a step behind the competition and missing the opportunity to take your business to the next level.

Affiliate	Duration	Course price	ITB
Praha	1	5 000 Kč	0
Brno	1	5 000 Kč	0
Bratislava	1	200 €	0

The prices are without VAT.

Course terms

Date	Duration	Course price	Type	Course language	Location
25.09.2025	1	5 000 Kč	Presence	CZ/SK	GOPAS Praha
03.10.2025	1	200 €	Presence	CZ/SK	GOPAS Bratislava
20.11.2025	1	5 000 Kč	Presence	CZ/SK	GOPAS Praha
12.12.2025	1	200 €	Presence	CZ/SK	GOPAS Bratislava

The prices are without VAT.

Who is the course for

- Complete PPC beginner
- Online marketer
- E-shop manager or owner
- From another online field – wants to understand what PPC involves

What we teach you

- You will learn how to define business goals and target audiences. You'll gain insights into choosing advertising channels and paid advertising strategies.
- You will learn basic online advertising terminology.
- You'll become familiar with the Google Ads and Sklik platforms.
- We'll explain various targeting methods and introduce ad formats.
- Step by step, we'll walk through setting up a complete advertising campaign.
- You'll learn how to evaluate campaigns and create reports.
- We'll share useful tips and real-world experience. Everything is tied together with fundamental PPC theory so you can better understand paid campaign strategy.

Required skills

- No prior knowledge needed
- Active @gmail.com and @seznam.cz accounts
- If you already have experience with PPC, bring specific examples you'd like to consult on

Course outline

Google Ads

- Purchase cycle and strategy
- Glossary of terms
- Account and campaign setup

GOPAS Praha
Kodaňská 1441/46
101 00 Praha 10
Tel.: +420 234 064 900-3
info@gopas.cz

GOPAS Brno
Nové sady 996/25
602 00 Brno
Tel.: +420 542 422 111
info@gopas.cz

GOPAS Bratislava
Dr. Vladimíra Clementisa 10
Bratislava, 821 02
Tel.: +421 248 282 701-2
info@gopas.sk



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PPC for Beginners

- Navigating the interface
- Search network and how search works
- Display network
- Targeting options
- Shopping and Performance Max campaigns
- Workshop – campaign setup and ad copy writing

Sklik

- Account setup
- Interface
- Structure
- Targeting
- Workshop – campaign setup

Final discussion

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info@gopas.sk



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