

### 100 - Essentials

01 - Introduction	1:49
02 - Trends in Digital Advertising	8:13
03 - The Benefits of Digital Advertising	11:32
04 - The Challenges of Digital Advertising	7:45
05 - How to Grow Media Impact	4:47
06 - Ad Channel Overview	10:33
07 - Ad Formats	3:08
08 - Steps to Building an Ad Plan	4:36
09 - What Do You Want?	6:35
10 - Who Do You Want?	5:34
11 - Overview of Facebook Ads	8:52
12 - Overview of Search Ads	3:29
13 - Overview of Display Ads	5:26
14 - Overview of Video Ads	2:04

**Total Topics = 14**

**Total Time = 1:24:23**

### 200 - Strategy

15 - Define Your Target Better	2:48
16 - Retargeting	3:50
17 - Setting Up A Retargeting Ad	3:11
18 - Look-a-Like	4:37
19 - Where Will You Connect?	4:56
20 - How to Choose Your Channel	10:38
21 - Tips to Maximize Channels	2:58
22 - What Creative Format?	4:51
23 - Creative Best Practices	5:33
24 - Best Practices Per Channel	3:44
25 - Case Studies	8:51

**Total Topics = 11**

**Total Time = 55:57**

### 300 - Management

26 - Dynamic Ads	2:30
27 - Creative Testing	4:10
28 - Creative Testing A/B Testing vs. Variant	7:58
29 - Connect the Full Chain	2:53
30 - How Ads Are Bought	5:47
31 - Bidding	7:31
32 - Auction - Advertising Ecosystem	4:25
33 - Buy - Reach & Frequency	4:07

**Total Topics = 8**

**Total Time = 39:21**

### 400 - Mastery

34 - Media Planning	7:05
35 - Ad Frequency and Creative Refresh	9:34
36 - Media Plan vs. Greatest Hits	3:43
37 - Campaign, Ad Sets, and Ads	6:12
38 - Campaign, Ad Sets, and Ads in Action	5:27
39 - How to Optimize	18:02
40 - Setting KPIs	5:25
41 - Measurement	7:49
42 - Comparing Across Platforms	2:39
43 - Viewability	6:32
44 - Ad Fraud	4:41
45 - Programmatic	5:43

**Total Topics = 12**

**Total Time = 1:22:52**

#### Resources:

Digital Advertising Channels Cheat Sheet  
Media Briefing Checklist  
Media Plan Evaluation  
Paid Digital Quick-Start Guide  
Google Ads Quick-Start Guide

**Course Total Topics = 45**

**Course Total Time = 4:22:33**