

PANIPAT INSTITUTE OF ENGINEERING AND TECHNOLOGY

Department of Business Studies

| Semester :3 rd | | | |
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| COURSE TITLE: INTERNET OF THINGS AND GOOGLE ADS | | | |
| Course Code:B23-UDM-301 / B23-UDM-301 | | | |
| S. No. | Lecture No. | Topics to be covered | Target Outcome |
| 1 | 1 | Introduction to IoT: Definitions and Characteristics | CLO 1 |
| 2 | 2 | IoT Architectures: Layered Approaches | CLO 1 |
| 3 | 3 | Physical Design of IoT: Devices and Networks | CLO 1 |
| 4 | 4 | Logical Design of IoT: Communication Models | CLO 1 |
| 5 | 5 | Enabling Technologies in IoT: Wireless Communication | CLO 1 |
| 6 | 6 | History and Evolution of IoT | CLO 1 |
| 7 | 7 | Things in IoT: Smart Devices, Sensors, Actuators | CLO 1, 2 |
| 8 | 8 | Identifiers in IoT: RFID, Barcodes, Electronic Product Codes | CLO 1 |
| 9 | 9 | The Internet in IoT: Connectivity and Data Flow | CLO 1 |
| 10 | 10 | IoT Frameworks: Examples and Importance | CLO 1 |
| 11 | 11 | IoT and M2M (Machine to Machine Communication): Relationship | CLO 1 |
| 12 | 12 | Sensor Networks: Definition and Overview | CLO 1, 2 |
| 13 | 13 | Types of Sensors: Applications and Working | CLO 2 |
| 14 | 14 | Types of Actuators: Examples and Working | CLO 2 |
| 15 | 15 | IoT Development Boards: Arduino IDE, Types, and Setup | CLO 2 |
| 16 | 16 | Raspberry Pi Development Kit: Setup and IoT Applications | CLO 2 |
| 17 | 17 | RFID Principles and Components: Tags, Readers, Applications | CLO 2 |
| 18 | 18 | Wireless Sensor Networks (WSN): Definition and Context | CLO 2 |
| 19 | 19 | The Node and Connecting Nodes in WSN | CLO 2 |
| 20 | 20 | Networking Nodes: Topologies and Protocols | CLO 2 |
| 21 | 21 | WSN and IoT Integration: Challenges and Opportunities | CLO 2 |
| 22 | 22 | Introduction to Google AdWords: Overview and Scope | CLO 3 |
| 23 | 23 | Objectives and Applications of Google Ads | CLO 3 |
| 24 | 24 | Framework for Google Ads: Basic Structure | CLO 3 |

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| | | (BFab) | |
| 25 | 25 | Content Strategies: Ad Types and Structures | CLO 4 |
| 26 | 26 | Mastering Optimization Basics in Google Ads | CLO 4 |
| 27 | 27 | Understanding Platform Reports: Data Interpretation | CLO 4 |
| 28 | 28 | Search Advertising: Concepts and Strategies | CLO 4 |
| 29 | 29 | Keyword Bidding: Auction Process and Bidding Strategies | CLO 4 |
| 30 | 30 | Ad Extensions in Google Ads: Types and Usage | CLO 4 |
| 31 | 31 | Targeting Methods: Location, Demographic, Behavioral Targeting | CLO 4 |
| 32 | 32 | Advanced Targeting Methods: Retargeting, Lookalike Audiences | CLO 4 |
| 33 | 33 | Revisiting IoT Architectures and Key Concepts | CLO 1, 2 |
| 34 | 34 | Revisiting Google Ads and Advanced Strategies | CLO 3, 4 |
| 35 | 35 | Revision of IoT and Google Ads Topics | All |
| 36 | 36 | Mock Test and Final Q&A | All |