18 - 22 2026

Amman

3800 € (Per Person)

Ref: #MED7539_480039

مقدمة الدورة التدريبية / لمحة عامة:

[illegible]

الفئات المستهدفة / هذه الدورة التدريبية مناسبة لـ:

- [illegible]
- [illegible]
- [illegible]
- [illegible]
- [illegible]
- [illegible]
- [illegible]
- [illegible]

القطاعات والصناعات المستهدفة:

- [illegible]
- [illegible]
- [illegible]
- [illegible]
- [illegible]
- [illegible]
- [illegible] ([illegible]).
- [illegible] ([illegible]).

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الأقسام المؤسسية المستهدفة :

- [illegible]
- [illegible] (Paid Media).
- [illegible]
- [illegible]
- [illegible]
- [illegible]

أهداف الدورة التدريبية :

[illegible]:

- [illegible]
- [illegible]
- [illegible]
- [illegible]
- [illegible]
- [illegible]
- [illegible]
- [illegible]
- [illegible]

منهجية الدورة التدريبية :

[illegible] BIG BEN Training Center [illegible]

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خريطة المحتوى التدريبي (محاور الدورة التدريبية):

الوحدة الأولى : أساسيات شراء الإعلانات الرقمية.

- [illegible]
- [illegible] ([illegible]).
- [illegible] (CPC, CPM, CPA).
- [illegible]
- [illegible]
- [illegible]
- [illegible]

الوحدة الثانية : منصات إعلانات محركات البحث (Google Ads).

- [illegible] Google Ads.
- [illegible]
- [illegible]
- [illegible] Google Ads.
- [illegible]
- [illegible]
- [illegible]

الوحدة الثالثة : إعلانات وسائل التواصل الاجتماعي (Meta Ads).

- [illegible] Meta Ads (Facebook & Instagram).
- [illegible]
- [illegible]
- [illegible] Meta.
- [illegible]
- [illegible]
- [illegible]

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[illegible]. الوحدة الرابعة : تحليل الأداء وتحسين الحملات

- [illegible] [illegible] [illegible] (KPIs) [illegible] [illegible].
- [illegible] [illegible] [illegible] [illegible] [illegible] [illegible] (ROI).
- [illegible] [illegible] [illegible] (Google Analytics).
- [illegible] A/B [illegible].
- [illegible] [illegible] [illegible] (Optimization).
- [illegible] [illegible] (Retargeting) [illegible].
- [illegible] [illegible] [illegible] [illegible].

[illegible]. الوحدة الخامسة : استراتيجيات متقدمة وتحديات الميديا باينج

- [illegible] [illegible] [illegible] [illegible].
- [illegible] [illegible] (Programmatic Advertising).
- [illegible] [illegible] [illegible] [illegible].
- [illegible] [illegible] [illegible] [illegible] [illegible].
- [illegible] [illegible] [illegible] [illegible] [illegible] [illegible].
- [illegible] [illegible] [illegible] [illegible] [illegible] [illegible].
- [illegible] [illegible] [illegible] [illegible] [illegible].

[illegible]: الأسئلة المتكررة

ما هي المؤهلات أو المتطلبات اللازمة للمشاركين قبل التسجيل في الدورة؟

[illegible] [illegible] [illegible] [illegible].

كم تستغرق مدة الجلسة اليومية، وما هو العدد الإجمالي لساعات الدورة التدريبية؟

[illegible] [illegible] [illegible] [illegible] [illegible] [illegible] [illegible] [illegible] [illegible] [illegible] [illegible] 4 [illegible] 5 [illegible] [illegible] [illegible] [illegible] [illegible] [illegible] [illegible]

[illegible]: سؤال للتأمل

[illegible] [illegible] [illegible] [illegible] [illegible] [illegible] [illegible] [illegible] [illegible] [illegible] [illegible] [illegible] [illegible] [illegible] [illegible] [illegible] [illegible] [illegible] [illegible] [illegible]

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ما الذي يميز هذه الدورة عن غيرها من الدورات؟

[illegible] BIG BEN Training Center [illegible]

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