

## Google Online Marketing Challenge

Looking for a way to gain practical experience in the real-world to further develop your business consulting and marketing skills? The [Google Online Marketing Challenge \(GOMC\)](#) is a unique opportunity for students to exercise teamwork, advertising, and consulting skills while using real money on a real advertising platform to support a business or NGO from their local community. GOMC is a wholistic hands-on learning experience for all majors that provides the perfect platform for students to further develop and showcase their strategic, analytical and communication skills.

The Google Online Marketing Challenge, now in its ninth year, is an annual global online marketing competition for students from higher education institutions around the world. Student teams develop and run an online advertising campaign using Google AdWords and/or Google+ for a real business or non-profit organization of their choice, using a \$250 budget provided by Google. The teams that develop and communicate the most successful campaigns have the opportunity to win some awesome [prizes](#), including trips to Google offices, digital devices, NGO donations from a total pool of \$30,000 and more.

### GOMC 2016 Timeline

- [Professor Registrations](#): January 26th - April 6<sup>th</sup>
- [Student Registration](#): January 26th - April 20th
- AdWords and Google+ Campaign Window: January 30th - May 18th
- Deadline for Uploading Reports: June 1st
- Results Announcement: July/August

To learn more about the impact of the GOMC, [check out this video](#) and go to the [GOMC website](#) for all guidelines, terms and conditions and FAQs. Stay up to date on the Challenge through our [Google+ Page](#) and if you have any questions, feel free to reach out to [onlinechallenge@google.com](mailto:onlinechallenge@google.com).