

Professional Diploma in Fashion Business & Marketing, Athens

At OTE Academy, January 2019

Fashion Industry & Ecosystem

Date	Time	Location	Type	Lesson	Instructor
Wednesday 30, Jan 2019	18:00 (1h)	Master Workshop Lab	Networking event	Fashion business & marketing diploma attendants registration	Apostolis Aivalis
Wednesday 30, Jan 2019	19:00 (1h)	Master Workshop Lab	Lecture	Fashion business & marketing diploma overview	Apostolis Aivalis
Wednesday 30, Jan 2019	20:00 (1h)	Master Workshop Lab	Lecture	International fashion industry & trends forecasting	Katia Trakada
Wednesday 30, Jan 2019	21:00 (1h)	Master Workshop Lab	Lecture	International fashion segments (fast fashion vs luxury)	Katia Trakada

Fashion Product Design & Production

Date	Time	Location	Type	Lesson	Instructor
Thursday 31, Jan 2019	18:00 (1h)	Master Workshop Lab	Lecture	Getting creativity & inspiration for new products or collections	Michael Pandos
Thursday 31, Jan 2019	19:00 (3h)	Master Workshop Lab	Lecture	Styling and the importance of stylistic image & identity	Michael Pandos
Wednesday 06, Feb 2019	18:00 (2h)	Master Workshop Lab	Team Exercise	Decide the style orientation for your products or collections	Michael Pandos
Wednesday 06, Feb 2019	20:00 (2h)	Master Workshop Lab	Presentation	Present the style of your products or collections	Michael Pandos
Thursday 07, Feb 2019	18:00 (2h)	Master Workshop Lab	Lecture	International market research for product development	Panos Patronidis
Thursday 07, Feb 2019	20:00 (2h)	Master Workshop Lab	Lecture	Buying & importing white & private label fashion products	Panos Patronidis
Wednesday 13, Feb 2019	18:00 (1h)	Master Workshop Lab	Lecture	Choosing textiles & leather for your production	Calliope Kozadinou
Wednesday 13, Feb 2019	19:00 (3h)	Master Workshop Lab	Lecture	Choosing fashion materials for your production	Calliope Kozadinou
Thursday 14, Feb 2019	18:00 (1h)	Master Workshop Lab	Lecture	Understanding patterns design, production & cost	Sofia Aivalis
Thursday 14, Feb 2019	19:00 (1h)	Master Workshop Lab	Lecture	Understanding tailoring & cost	Sofia Aivalis
Thursday 14, Feb 2019	20:00 (2h)	Master Workshop Lab	Lecture	Fashion production plan & cost	Korina Provelengiou

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Friday 15, Feb 2019	18:00 (2h)	Master Workshop Lab	Team Exercise	Form a fashion production plan & cost	Korina Provelengioui
Friday 15, Feb 2019	20:00 (2h)	Master Workshop Lab	Presentation	Present your fashion production plan & cost	Korina Provelengioui

Fashion Sales, Merchandising & Distribution

Date	Time	Location	Type	Lesson	Instructor
Wednesday 20, Feb 2019	18:00 (2h)	Master Workshop Lab	Lecture	Analyzing product costs	Isaak Mourouzidis
Wednesday 20, Feb 2019	20:00 (2h)	Master Workshop Lab	Lecture	Pricing for your products (retail & wholesale)	Isaak Mourouzidis
Thursday 21, Feb 2019	18:00 (2h)	Master Workshop Lab	Team Exercise	Analyze cost and set the price of your fashion products	Isaak Mourouzidis
Thursday 21, Feb 2019	20:00 (2h)	Master Workshop Lab	Presentation	Present your fashion products pricing strategy	Isaak Mourouzidis
Wednesday 27, Feb 2019	18:00 (1h)	Master Workshop Lab	Lecture	The global trends in international fashion sales & merchandising	Tina Alamanou
Wednesday 27, Feb 2019	19:00 (1h)	Master Workshop Lab	Lecture	International fashion wholesale exports, distribution & sales	Tina Alamanou
Wednesday 27, Feb 2019	20:00 (1h)	Master Workshop Lab	Lecture	International fashion sales via your own branded retail shops	Tina Alamanou
Wednesday 27, Feb 2019	21:00 (1h)	Master Workshop Lab	Lecture	Fashion retail shop customer experience & visual merchandising	Eleni Metaxa
Thursday 28, Feb 2019	18:00 (2h)	Master Workshop Lab	Lecture	Supply chain & inventory management	Kostis Mamas
Thursday 28, Feb 2019	20:00 (1h)	Master Workshop Lab	Tutorial	Selling international via online marketplaces (Etsy)	Tigran Hakobyan
Thursday 28, Feb 2019	21:00 (1h)	Master Workshop Lab	Tutorial	Selling international via online marketplaces (Asos)	Tigran Hakobyan
Friday 01, Mar 2019	18:00 (2h)	Master Workshop Lab	Lecture	Fashion corporate website design & development	Yannis Elpidis
Friday 01, Mar 2019	20:00 (2h)	Master Workshop Lab	Lecture	Fashion B2C & B2B e-shop design & development	Maria Rerra

Fashion Marketing & Promotion

Date	Time	Location	Type	Lesson	Instructor
Wednesday 06, Mar 2019	18:00 (1h)	Master Workshop Lab	Lecture	Your fashion brand, image & identity	Apostolis Aivalis
Wednesday 06, Mar 2019	19:00 (1h)	Master Workshop Lab	Lecture	Launching & positioning a new fashion brand into the landscape	Apostolis Aivalis
Wednesday 06, Mar 2019	20:00 (1h)	Master Workshop Lab	Lecture	Your fashion brand's storytelling & communication strategy	Apostolis Aivalis

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Wednesday 06, Mar 2019	21:00 (1h)	Master Workshop Lab	Lecture	Your fashion brand's legal registration & G.D.P.R.	Alexandra Varla
Thursday 07, Mar 2019	18:00 (2h)	Master Workshop Lab	Lecture	International fashion market and competition research & analysis	Dimitris Dimitriadis
Thursday 07, Mar 2019	20:00 (2h)	Master Workshop Lab	Lecture	Your target audience, segments & buyer personas	Dimitris Dimitriadis
Friday 08, Mar 2019	18:00 (1h)	Master Workshop Lab	Lecture	Casting for fashion photoshooting	Stratis Kas
Friday 08, Mar 2019	19:00 (2h)	Master Workshop Lab	Lecture	Fashion photoshooting fundamentals	Stratis Kas
Friday 08, Mar 2019	21:00 (1h)	Master Workshop Lab	Lecture	Fashion video production fundamentals	Stratis Kas
Wednesday 13, Mar 2019	18:00 (2h)	Master Workshop Lab	Lecture	Publicity with public relations, media relations & press office	Apostolis Aivalis
Wednesday 13, Mar 2019	20:00 (2h)	Master Workshop Lab	Lecture	Participating in exhibitions & trade fairs to generate awareness & sales	Tina Alamanou
Thursday 14, Mar 2019	18:00 (2h)	Master Workshop Lab	Lecture	Participating in fashion weeks to generate awareness & sales	Yiorgos Eleftheriades
Thursday 14, Mar 2019	20:00 (2h)	Master Workshop Lab	Lecture	Organizing & planning your own fashion event & show	Yiorgos Eleftheriades
Friday 15, Mar 2019	18:00 (2h)	Master Workshop Lab	Team Exercise	Plan a fashion event or show	Yiorgos Eleftheriades
Friday 15, Mar 2019	20:00 (2h)	Master Workshop Lab	Presentation	Present your fashion event plan	Yiorgos Eleftheriades
Wednesday 20, Mar 2019	18:00 (1h)	Master Workshop Lab	Lecture	Advertising on publishers (blogs, sites, magazines, newspapers)	Anna Linou Argyri
Wednesday 20, Mar 2019	19:00 (1h)	Master Workshop Lab	Lecture	Placing your fashion products on magazine editorials for publicity	Anna Linou Argyri
Wednesday 20, Mar 2019	20:00 (1h)	Master Workshop Lab	Lecture	Advertising on TV & radio	Pimi Fasoula
Wednesday 20, Mar 2019	21:00 (1h)	Master Workshop Lab	Lecture	Placing your fashion products on TV shows for publicity	Pimi Fasoula
Thursday 21, Mar 2019	18:00 (1h)	Master Workshop Lab	Lecture	Social media marketing with Twitter	Panagiotis Papachatzis
Thursday 21, Mar 2019	19:00 (2h)	Master Workshop Lab	Lecture	Social media marketing & sales with LinkedIn	Ethel Agelatou
Thursday 21, Mar 2019	21:00 (1h)	Master Workshop Lab	Lecture	Social media marketing & awareness with Pinterest	Panagiotis Papachatzis
Thursday 21, Mar 2019	21:00 (1h)	Master Workshop Lab	Lecture	Social media marketing & awareness with YouTube	Panagiotis Papachatzis
Friday 22, Mar 2019	18:00 (2h)	Master Workshop Lab	Lecture	Social media marketing & engagement with Facebook	Panagiotis Papachatzis
Friday 22, Mar 2019	20:00 (1h)	Master Workshop Lab	Lecture	Social media marketing & engagement with Instagram	Panagiotis Papachatzis
Wednesday 27, Mar 2019	18:00 (1h)	Master Workshop Lab	Lecture	Posting great content on social media to generate reach & engagement	Katerina Dimitrakopoulou
Wednesday 27, Mar 2019	19:00 (1h)	Master Workshop Lab	Lecture	Managing social media reviews, complaints & crisis	Katerina Dimitrakopoulou
Wednesday 27, Mar 2019	20:00 (1h)	Master Workshop Lab	Lecture	Content marketing & blogging for awareness & visits	Katerina Dimitrakopoulou

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Wednesday 27, Mar 2019	21:00 (1h)	Master Workshop Lab	Lecture	Influencers & brand ambassadors marketing	Maria Papathanasiou Arones
Thursday 28, Mar 2019	18:00 (4h)	Master Workshop Lab	Hands-on	Setup & customize your social media accounts	Katerina Dimitrakopoulou
Friday 29, Mar 2019	18:00 (2h)	Master Workshop Lab	Lecture	Advertising with Facebook & Instagram for awareness, visits, views & conversions	Panagiotis Papachatzis
Friday 29, Mar 2019	20:00 (1h)	Master Workshop Lab	Lecture	Advertising with Google Search for visits & conversions	Konstantinos Androutsos
Friday 29, Mar 2019	21:00 (1h)	Master Workshop Lab	Lecture	Advertising with Google Display & YouTube for awareness & visits	Konstantinos Androutsos
Wednesday 03, Apr 2019	18:00 (1h)	Master Workshop Lab	Lecture	Email & mobile marketing for awareness, sales & retention	Konstantinos Androutsos
Wednesday 03, Apr 2019	19:00 (1h)	Master Workshop Lab	Lecture	Monitoring your web site visitors with Google Analytics	Konstantinos Androutsos
Wednesday 03, Apr 2019	20:00 (1h)	Master Workshop Lab	Lecture	Monitoring your publicity with social media monitoring tools	Anna Barouxi
Wednesday 03, Apr 2019	21:00 (1h)	Master Workshop Lab	Lecture	Marketing promotion strategy, plan & budget for fashion labels	Apostolis Aivalis
Thursday 04, Apr 2019	18:00 (2h)	Master Workshop Lab	Team Exercise	Prepare an advertising plan & budget for your fashion label	Apostolis Aivalis
Thursday 04, Apr 2019	20:00 (2h)	Master Workshop Lab	Team Exercise	Present your advertising plan & budget	Apostolis Aivalis

Fashion Business & Management

Date	Time	Location	Type	Lesson	Instructor
Thursday 11, Apr 2019	18:00 (2h)	Master Workshop Lab	Lecture	Fashion business strategy, plan & financials	Apostolis Aivalis
Thursday 11, Apr 2019	20:00 (1h)	Master Workshop Lab	Lecture	Fashion business legal registration & incorporation	Alexandra Varla
Thursday 11, Apr 2019	21:00 (1h)	Master Workshop Lab	Lecture	Human resources recruitment & management	Tina Kafantari
Friday 12, Apr 2019	18:00 (4h)	Master Workshop Lab	Team Exercise	Form a complete business plan for your fashion business	Apostolis Aivalis
Thursday 18, Apr 2019	18:00 (3h)	Master Workshop Lab	Presentation	Present your fashion business plan	Apostolis Aivalis
Thursday 18, Apr 2019	21:00 (1h)	Master Workshop Lab	Lecture	Fashion business & marketing diploma summary & epilogue	Apostolis Aivalis

Fashion Exams & Graduation

Date	Time	Location	Type	Lesson	Instructor
Monday 22, Apr 2019	18:00 (2h)	Master Workshop Lab	Final Exam	Multiple choice online comprehension test	Apostolis Aivalis

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Monday 22, Apr 2019	20:00 (2h)	Master Workshop Lab	Networking event	Graduation & diplomas	Apostolis Aivalis