Professional Diploma in Google Advertising, Athens, Feb 2019

Google Advertising Fundamentals

Learn what Google advertising is and the available campaign channels

Date	Time	Location	Type	Lesson	Instructor
🗓 Monday 18 Feb 2019	17:00 (1h)	Faculty Lounge	Networking	Students welcome & introductions	Tolis Aivalis
🗓 Monday 18 Feb 2019	19:00 (1h)	6th Auditorium	Platform demonstration	Google advertising channels, targeting, costs	Konstantinos Androutsos

Google Advertising Account

Learn how to setup & optimize your Google account

Date	Time	Location	Type	Lesson	Instructor
🗓 Wednesday 20 Feb 2019	18:00 (1h)	6th Auditorium	Team exercise	Setup & customize your Google Ads Manager account	Konstantinos Androutsos

Google Search Advertising

Learn how to run great ads on search results

Date	Time	Location	Type	Lesson	Instructor
🗓 Monday 25 Feb 2019	18:00 (2h)	6th Auditorium	Platform demonstration	How to setup campaigns & ad groups on Google search network	Yannis Develekos
🗓 Monday 25 Feb 2019	20:00 (2h)	6th Auditorium	Team exercise	Create your search campaigns & ad groups on Google search network	Yannis Develekos
🗓 Wednesday 06 Mar 2019	20:00 (1h)	6th Auditorium	Lecture	What is quality score & ad rank for search ads	Yannis Develekos

Keywords Research for Google Search Advertising

Learn how to properly research keywords using tools

Date	Time	Location	Type	Lesson	Instructor

📅 Tuesday 26 Feb 2019	18:00 (2h)	6th Auditorium	Platform demonstration	How to research keywords for search ads with tools	Yannis Develekos
📅 Tuesday 26 Feb 2019	20:00 (2h)	6th Auditorium	Team exercise	Reasearch your keywords & decide your keywords match type	Yannis Develekos

Google Display Network Advertising (G.D.N.)

Learn how to run great ads on web sites & mobile apps

Date	Time	Location	Type	Lesson	Instructor
📅 Wednesday 13 Mar 2019	18:00 (2h)	6th Auditorium	Platform demonstration	How to setup & target campaigns on Google Display Network	Panos Ladas
📅 Monday 18 Mar 2019	20:00 (2h)	6th Auditorium	Team exercise	Create your campaigns on Google Display Network	Panos Ladas

YouTube Advertising

Learn how to run great video ads on YouTube

Date	Time	Location	Type	Lesson	Instructor
📅 Wednesday 20 Mar 2019	18:00 (2h)	6th Auditorium	Platform demonstration	How to setup & target campaigns on YouTube & produce great video ads	George Arapogiannis

Google Remarketing Campaigns

Learn how to re-target audiences in different Google networks

Date	Time	Location	Type	Lesson	Instructor
📅 Wednesday 27 Mar 2019	18:00 (2h)	6th Auditorium	Platform demonstration	How to run remarketing campaigns on search	Konstantinos Androutsos
📅 Wednesday 27 Mar 2019	20:00 (2h)	6th Auditorium	Team exercise	Create & target your remarketing campaigns on Google Display Network	Konstantinos Androutsos

Google Advertising As A Service

How to offer Google ads management & optimization to clients

Date	Time	Location	Type	Lesson	Instructor

📅 Monday 01 Apr 2019	19:00 (1h)	6th Auditorium	Lecture	How to offer Google advertising services to clients (planning, pricing, reporting, invoicing)	Tolis Aivalis
📅 Monday 01 Apr 2019	21:00 (1h)	6th Auditorium	Lecture	Course summary & epilogue	Tolis Aivalis

Google Advertising Monitoring & Reporting

How to monitor performance results and generate reports for your clients

Date	Time	Location	Type	Lesson	Instructor
📅 Monday 01 Apr 2019	20:00 (1h)	6th Auditorium	Platform demonstration	How to report Google campaign performance with Google Data Studio	George Arapogiannis

Google Advertising Course Exams

Students participate in online exams to validate their knowledge & understanding and graduate

Date	Time	Location	Type	Lesson	Instructor
📅 Friday 05 Apr 2019	19:00 (1h)	Auditorium	Exam	Google certificate final exams	Tolis Aivalis