

Professional Certificate in Google Advertising, Athens

At Deree campus, 2019

Google Advertising Account

Learn how to properly setup & optimize all Google properties

Date	Time	Location	Type	Lesson	Instructor
Monday 18, Feb 2019	17:00 (1h)	Faculty Lounge	Networking event	Google advertising certificate attendants registration	Apostolis Aivalis
Monday 18, Feb 2019	18:00 (1h)	6th Auditorium	Lecture	Google advertising certificate overview	Apostolis Aivalis
Monday 18, Feb 2019	19:00 (1h)	6th Auditorium	Tutorial	Google ads account architecture, access & billing	Konstantinos Androutsos
Monday 18, Feb 2019	20:00 (1h)	6th Auditorium	Tutorial	Google ads Client Center account (MMC)	Konstantinos Androutsos
Monday 18, Feb 2019	21:00 (1h)	6th Auditorium	Tutorial	Linking Google Analytics & setting up goals & conversions	Konstantinos Androutsos
Wednesday 20, Feb 2019	18:00 (1h)	6th Auditorium	Lecture	Google dashboard metrics & KPIs	Konstantinos Androutsos
Wednesday 20, Feb 2019	19:00 (1h)	6th Auditorium	Lecture	Google dashboard customization	Konstantinos Androutsos
Wednesday 20, Feb 2019	20:00 (2h)	6th Auditorium	Personal Exercise	Google dashboard customization	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	Tutorial	Search campaigns & ads setup	Yannis Develekos
Monday 25, Feb 2019	20:00 (2h)	6th Auditorium	Personal Exercise	Create search campaigns & ads	Yannis Develekos
Tuesday 26, Feb 2019	18:00 (2h)	6th Auditorium	Tutorial	Keywords research, keywords match, bidding	Yannis Develekos
Tuesday 26, Feb 2019	20:00 (2h)	6th Auditorium	Personal Exercise	Keywords research, matching, bidding	Yannis Develekos

Date	Time	Location	Type	Lesson	Instructor
Monday 04, Mar 2019	18:00 (1h)	6th Auditorium	Tutorial	Writing great copy for search ads	Panos Ladas
Monday 04, Mar 2019	19:00 (3h)	6th Auditorium	Personal Exercise	Copywriting for search ads	Panos Ladas
Wednesday 06, Mar 2019	18:00 (2h)	6th Auditorium	Tutorial	Search ads extensions	Yannis Develekos
Wednesday 06, Mar 2019	20:00 (1h)	6th Auditorium	Lecture	Quality score and ad rank	Yannis Develekos
Wednesday 06, Mar 2019	21:00 (1h)	6th Auditorium	Tutorial	Previewing ads placement	Yannis Develekos
Tuesday 12, Mar 2019	18:00 (1h)	6th Auditorium	Tutorial	Measuring performance & optimizing search ads	Yannis Develekos
Tuesday 12, Mar 2019	19:00 (3h)	6th Auditorium	Personal Exercise	Measure performance & optimize search ads	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	Tutorial	Display campaigns & ads setup	Panos Ladas
Wednesday 13, Mar 2019	20:00 (2h)	6th Auditorium	Personal Exercise	Targeting display network & bidding display ads	Panos Ladas
Monday 18, Mar 2019	18:00 (2h)	6th Auditorium	Tutorial	Display ads formats & responsive design	Panos Ladas
Monday 18, Mar 2019	20:00 (2h)	6th Auditorium	Personal Exercise	Create responsive display ads	Panos Ladas
Tuesday 19, Mar 2019	18:00 (2h)	6th Auditorium	Tutorial	Measuring performance & optimizing display ads	Sotiris Pantazis
Tuesday 19, Mar 2019	20:00 (2h)	6th Auditorium	Personal Exercise	Measure performance & optimize display ads	Sotiris Pantazis

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	Tutorial	YouTube campaigns & video ads setup	George Arapogiannis
Wednesday 20, Mar 2019	20:00 (2h)	6th Auditorium	Personal Exercise	Targeting on YouTube & bidding video ads	George Arapogiannis

Gmail Advertising

Learn how to run great ads on people's emails

Date	Time	Location	Type	Lesson	Instructor
Tuesday 26, Mar 2019	18:00 (2h)	6th Auditorium	Tutorial	Gmail campaigns & ads setup	George Arapogiannis
Tuesday 26, Mar 2019	20:00 (2h)	6th Auditorium	Personal Exercise	Targeting Gmail ads & bidding	George Arapogiannis

Google Remarketing

Learn how to re-target audiences with different ads

Date	Time	Location	Type	Lesson	Instructor
Wednesday 27, Mar 2019	18:00 (2h)	6th Auditorium	Tutorial	Remarketing on search & display	Konstantinos Androutsos
Wednesday 27, Mar 2019	20:00 (2h)	6th Auditorium	Personal Exercise	Remarketing on Google Display ads	Konstantinos Androutsos

Google Advertising Services

How to offer Google ads management to clients

Date	Time	Location	Type	Lesson	Instructor
Monday 01, Apr 2019	18:00 (1h)	6th Auditorium	Tutorial	Becoming Google Certified Partner	George Arapogiannis
Monday 01, Apr 2019	19:00 (1h)	6th Auditorium	Lecture	Selling & charging Google advertising services	Apostolis Aivalis
Monday 01, Apr 2019	20:00 (1h)	6th Auditorium	Lecture	Reporting performance & presenting KPIs	George Arapogiannis
Monday 01, Apr 2019	21:00 (1h)	6th Auditorium	Lecture	Certificate in advanced Google advertising summary & epilogue	Apostolis Aivalis

Google Advertising Exams & Graduation

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

Date	Time	Location	Type	Lesson	Instructor
Friday 05, Apr 2019	18:00 (2h)	6th Auditorium	Final Exam	Multiple choice online comprehension test	Apostolis Aivalis
Friday 05, Apr 2019	20:00 (2h)	6th Auditorium	Networking event	Graduation & certificates	Apostolis Aivalis