

Professional Diploma in Google Advertising, Athens, Oct 2019

Google Advertising Fundamentals

Learn what Google advertising is and the available campaign channels

Date	Time	Location	Type	Lesson	Instructor
📅 Wednesday 16 Oct 2019	17:00 (1h)	Faculty Lounge	Networking	Students welcome & introductions	Tolis Aivalis
📅 Wednesday 16 Oct 2019	19:00 (2h)	6th Auditorium	Platform demonstration	Google advertising channels, targeting, costs	George Arapogiannis

Google Advertising Account

Learn how to setup & optimize your Google account

Date	Time	Location	Type	Lesson	Instructor
📅 Wednesday 16 Oct 2019	21:00 (1h)	6th Auditorium	Team exercise	Setup & customize your Google Ads Manager account	George Arapogiannis

Google Search Advertising

Learn how to run great ads on search results

Date	Time	Location	Type	Lesson	Instructor
📅 Thursday 17 Oct 2019	18:00 (2h)	6th Auditorium	Platform demonstration	How to setup campaigns & ad groups on Google search network	Konstantinos Androutsos
📅 Thursday 17 Oct 2019	20:00 (2h)	6th Auditorium	Team exercise	Create your search campaigns & ad groups on Google search network	Konstantinos Androutsos
📅 Wednesday 30 Oct 2019	20:00 (1h)	6th Auditorium	Lecture	What is quality score & ad rank for search ads	Konstantinos Androutsos



Google Advertising Tags, Goals & Audiences

Learn how to use tags, goals & audiences

Date	Time	Location	Type	Lesson	Instructor
 Thursday 17 Oct 2019	18:00 (4h)	6th Auditorium	Platform demonstration	How to create a tag & set goals (Ad Account or Google Analytics)	George Arapogiannis



Keywords Research for Google Search Advertising

Learn how to properly research keywords using tools

Date	Time	Location	Type	Lesson	Instructor
 Thursday 24 Oct 2019	18:00 (2h)	6th Auditorium	Platform demonstration	How to research keywords for search ads with tools	Konstantinos Androutsos
 Thursday 24 Oct 2019	20:00 (2h)	6th Auditorium	Team exercise	Reasearch your keywords & decide your keywords match type	Konstantinos Androutsos

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 06 Nov 2019	18:00 (2h)	6th Auditorium	Platform demonstration	How to setup & target campaigns on Google Display Network	Panos Ladas
 Thursday 07 Nov 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
 Friday 08 Nov 2019	18:00 (2h)	6th Auditorium	Platform demonstration	How to setup & target campaigns on YouTube & produce great video ads	George Arapogiannis

Gmail Advertising

Learn how to run great ads on people's emails

Date	Time	Location	Type	Lesson	Instructor
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📅 Wednesday 13 Nov 2019	18:00 (2h)	6th Auditorium	Platform demonstration	How to setup & target campaigns on Gmail	George Arapogiannis
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Google Remarketing Campaigns

Learn how to re-target audiences in different Google networks

Date	Time	Location	Type	Lesson	Instructor
📅 Thursday 14 Nov 2019	18:00 (2h)	6th Auditorium	Platform demonstration	How to run remarketing campaigns on search	Konstantinos Androutsos
📅 Thursday 14 Nov 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
📅 Wednesday 20 Nov 2019	19:00 (1h)	6th Auditorium	Lecture	How to offer Google advertising services to clients (planning, pricing, reporting, invoicing)	Tolis Aivalis
📅 Wednesday 20 Nov 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
📅 Wednesday 20 Nov 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 22 Nov 2019	18:00 (2h)	6th Auditorium	Exam	Google certificate final exams	Tolis Aivalis