













# Professional Diploma in Digital & Social Media, Athens, Apr 2018



## Digital marketing reporting - report

Date	Time	Location	Type	Lesson	Instructor
 Thursday 01 Jan 1970	02:00 ()		Lecture	How to report digital marketing metrics to your clients	Alexandra Karasaridou
 Thursday 01 Jan 1970	02:00 ()		Lecture	Digital marketing report - Reporting as a service	Alexandra Karasaridou
 Thursday 01 Jan 1970	02:00 ()		Lecture	Digital marketing reporting - What a report includes	Alexandra Karasaridou
 Thursday 01 Jan 1970	02:00 ()		Lecture	Digital marketing reporting - Creating reports through platforms	Alexandra Karasaridou
 Thursday 01 Jan 1970	02:00 ()		Lecture	Digital marketing reporting - Creating reports with specialized tools	Alexandra Karasaridou
 Thursday 01 Jan 1970	02:00 ()		Platform demonstration	Digital marketing reporting - Reporting as a service	Alexandra Karasaridou
 Thursday 01 Jan 1970	02:00 ()		Platform demonstration	Digital marketing reporting - The role of a digital marketing analyst	Alexandra Karasaridou




## Course overview & welcome

Date	Time	Location	Type	Lesson	Instructor
 Thursday 01 Jan 1970	02:00 ()		Lecture	Course welcome & overview	Tolis Aivalis
 Thursday 01 Jan 1970	02:00 ()		Lecture	Course overview - Your account access	Tolis Aivalis
 Thursday 01 Jan 1970	02:00 ()		Lecture	Course overview - The optional annual subscription access	Tolis Aivalis
 Thursday 01 Jan 1970	02:00 ()		Lecture	Course overview - Your videos & files access	Tolis Aivalis
 Thursday 01 Jan 1970	02:00 ()		Lecture	Course overview - Your syllabus	Tolis Aivalis
 Thursday 01 Jan 1970	02:00 ()		Lecture	Course overview - Your optional exams	Tolis Aivalis
 Thursday 01 Jan 1970	02:00 ()		Lecture	Course overview - Your engagement with Knowcrunch	Tolis Aivalis

## Course welcome & overview


Date	Time	Location	Type	Lesson	Instructor
 Wednesday 18 Apr 2018	17:00 (1h)	Students Lounge	Networking	Students welcome and registration	Tolis Aivalis
 Wednesday 18 Apr 2018	18:00 (1h)	AUDITORIUM	Lecture	Course overview	Tolis Aivalis

## Marketing & digital marketing fundamentals


Date	Time	Location	Type	Lesson	Instructor
 Wednesday 18 Apr 2018	19:00 (1h)	AUDITORIUM	Lecture	The customer, the journey & the funnel	Georgia Zacharaki
 Wednesday 18 Apr 2018	20:00 (1h)	AUDITORIUM	Lecture	The digital marketing fundamentals	Tolis Aivalis
 Wednesday 18 Apr 2018	21:00 (1h)	AUDITORIUM	Lecture	The marketing mix	Tolis Aivalis

## Working with website developers

Learn how to create and use websites that generate results

Date	Time	Location	Type	Lesson	Instructor
 Thursday 19 Apr 2018	18:00 (1h)	AUDITORIUM	Lecture	Website landing pages conversion rate optimization	Maria Rerra


## Digital marketing legal issues

Date	Time	Location	Type	Lesson	Instructor
 Wednesday 25 Apr 2018	20:00 (2h)	AUDITORIUM	Lecture	How to prepare data, cookies privacy and terms, conditions for your websites	Elena Spiropoulou




## Search engine & AI optimization strategy - backlinks

Learn how to generate links to your website or pages for amazing search results

Date	Time	Location	Type	Lesson	Instructor
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 Thursday 26 Apr 2018	18:00 (4h)	AUDITORIUM	Lecture	The backlinks	Panos Ladas
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## Search engine & AI optimization strategy - content & technical

Date	Time	Location	Type	Lesson	Instructor
 Wednesday 02 May 2018	19:00 (2h)	AUDITORIUM	Lecture	The search engine optimization strategy	Tolis Aivalis
 Thursday 03 May 2018	18:00 (2h)	FACULTY LOUNGE	Lecture	Onsite/page content optimization	George Arapogiannis
 Thursday 03 May 2018	20:00 (2h)	AUDITORIUM	Lecture	Onsite/page technical optimization	George Arapogiannis

## Social media platforms



Learn how to use the most important social media and social networks

Date	Time	Location	Type	Lesson	Instructor
 Friday 11 May 2018	18:00 (3h)	AUDITORIUM	Platform demonstration	Facebook page & community building	Panagiotis Papachatzis
 Wednesday 16 May 2018	19:00 (1h)	AUDITORIUM	Platform demonstration	YouTube channel & community building	Panagiotis Papachatzis
 Thursday 17 May 2018	18:00 (30m)	AUDITORIUM	Platform demonstration	Google Business Profile & community building	Panagiotis Papachatzis
 Thursday 17 May 2018	19:00 (30m)	AUDITORIUM	Platform demonstration	LinkedIn personal profile & community building	Panagiotis Papachatzis
 Thursday 17 May 2018	19:30 (30m)	AUDITORIUM	Platform demonstration	Pinterest account & community building	Panagiotis Papachatzis

## Social media marketing strategy & calendar



Learn how to build, engage and manage social media communities in different social networks

Date	Time	Location	Type	Lesson	Instructor
 Wednesday 23 May 2018	18:00 (4h)	AUDITORIUM	Lecture	The social media marketing strategy	Katerina Dimitrakopoulou
 Thursday 24 May 2018	18:00 (30m)	Auditorium	Lecture	Social media posting	Katerina Dimitrakopoulou



Date	Time	Location	Type	Lesson	Instructor
 Thursday 24 May 2018	19:00 (1h)	Auditorium	Platform demonstration	Hootsuite.com mashup tool	Katerina Dimitrakopoulou
 Thursday 24 May 2018	20:00 (2h)	AUDITORIUM	Lecture	Social media accounts & followers	Katerina Dimitrakopoulou

## Social media marketing strategy - workshop

Work in teams, prepare complete social media posts for different marketing objectives





Date	Time	Location	Type	Lesson	Instructor
 Friday 25 May 2018	18:00 (2h)	FACULTY LOUNGE	Teams presentations	Present the social media posts	Katerina Dimitrakopoulou
 Friday 25 May 2018	20:00 (2h)	AUDITORIUM	Team exercise	Prepare different social media posts for a brand	Katerina Dimitrakopoulou

## Email & mobile marketing strategy

Date	Time	Location	Type	Lesson	Instructor
 Thursday 31 May 2018	18:00 (2h)	AUDITORIUM	Lecture	Data & marketing automation	Panagiotis Melissaropoulos
 Thursday 31 May 2018	21:00 (1h)	AUDITORIUM	Lecture	E-mail marketing campaigns	Tolis Aivalis



## Advertising platforms & campaigns

Learn how to launch, run and optimize campaigns on digital and social channels for different marketing objectives



Date	Time	Location	Type	Lesson	Instructor
 Wednesday 06 Jun 2018	18:00 (4h)	AUDITORIUM	Platform demonstration	Meta advertising audiences	Panagiotis Papachatzis
 Thursday 07 Jun 2018	18:00 (4h)	7th AUDITORIUM	Platform demonstration	Meta advertising tags & events	Panagiotis Papachatzis
 Wednesday 13 Jun 2018	18:00 (4h)	7th AUDITORIUM	Lecture	Affiliate advertising campaigns	Angelos Papaioannidis
 Thursday 14 Jun 2018	18:00 (4h)	7th AUDITORIUM	Lecture	Premium advertising campaigns	Angelos Papaioannidis

## Advertising strategy & media plan - workshop

Work in teams, plan a complete advertising strategy and budget including costs and estimated results

Date	Time	Location	Type	Lesson	Instructor
 Thursday 21 Jun 2018	18:00 (2h)	FACULTY LOUNGE	Team exercise	Plan an advertising campaign for a marketing objective	Panagiotis Papachatzis
 Thursday 21 Jun 2018	20:00 (2h)	7th AUDITORIUM	Teams presentations	Present your digital media plan	Panagiotis Papachatzis

## Monitoring with Google Analytics 4

Date	Time	Location	Type	Lesson	Instructor
 Wednesday 27 Jun 2018	18:00 (4h)	AUDITORIUM	Platform demonstration	Exploring conversions & funnel	Sotiris Pantazis
 Thursday 28 Jun 2018	18:00 (1h)	7th AUDITORIUM	Platform demonstration	Exploring retention & advertising	Melina Politi


## Digital marketing reporting

Learn how to focus on important results and generate reports

Date	Time	Location	Type	Lesson	Instructor
 Thursday 28 Jun 2018	20:00 (1h)	7th AUDITORIUM	Platform demonstration	Google Looker Studio reporting tool	Anna Barouxi



## Digital marketing strategy & budget - workshop presentations

Work in teams, form a complete digital and social media marketing strategy, an action plan and a budget for a brand


Date	Time	Location	Type	Lesson	Instructor
 Saturday 07 Jul 2018	16:00 (2h)	AUDITORIUM	Teams presentations	Present your digital marketing strategy	Katerina Diamantaki

## Digital marketing career paths & services

Learn how to work in digital marketing positions



Date	Time	Location	Type	Lesson	Instructor
 Wednesday 11 Jul 2018	18:00 (1h)	AUDITORIUM	Lecture	Digital marketing services & how to start a business/agency	Ilias Pantelopoulos
 Wednesday 11 Jul 2018	20:00 (1h)	AUDITORIUM	Lecture	Digital marketing professionals & how to get a job	Tolis Aivalis

## Course summary & epilogue

Date	Time	Location	Type	Lesson	Instructor
 Wednesday 11 Jul 2018	21:00 (1h)	AUDITORIUM	Lecture	Course summary & epilogue	Tolis Aivalis

## Exams & graduation

Participate in online exams to validate your knowledge and graduate

Date	Time	Location	Type	Lesson	Instructor
 Friday 13 Jul 2018	18:30 (2h)	Lab	Exam	Final exams	Tolis Aivalis
 Friday 13 Jul 2018	20:30 (2h)	Park	Networking	Graduation ceremony	Tolis Aivalis