Professional Diploma in Digital & Social Media, Athens, Jan 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 10 Jan 2018	17:00 (1h)	Students Lounge	Networking	Students welcome and registration	Tolis Aivalis
📅 Wednesday 10 Jan 2018	18:00 (1h)	AUDITORIUM	Lecture	Course overview	Tolis Aivalis

Marketing & digital marketing fundamentals

Date	Time	Location	Type	Lesson	Instructor
📅 Wednesday 10 Jan 2018	19:00 (1h)	Auditorium	Lecture	The customer, the journey & the funnel	Ilias Pantelopoulos
📅 Wednesday 10 Jan 2018	20:00 (1h)	Auditorium	Lecture	The digital marketing fundamentals	Tolis Aivalis
📅 Wednesday 10 Jan 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 11 Jan 2018	18:00 (1h)	AUDITORIUM	Lecture	Website landing pages conversion rate optimization	Yannis Elpidis

Digital marketing legal issues

Date	Time	Location	Type	Lesson	Instructor
📅 Wednesday 17 Jan 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

Thursday 18 Jan 2018	18:00 (4h)	AUDITORIUM	Lecture	The backlinks	Panos Ladas

Search engine & AI optimization strategy - content & technical

Date	Time	Location	Type	Lesson	Instructor
Friday 19 Jan 2018	19:00 (2h)	AUDITORIUM	Lecture	The search engine optimization strategy	Tolis Aivalis
Wednesday 24 Jan 2018	18:00 (2h)	FACULTY LOUNGE	Lecture	Onsite/page content optimization	Tolis Aivalis
Wednesday 24 Jan 2018	20:00 (2h)	AUDITORIUM	Lecture	Onsite/page technical optimization	Tolis Aivalis

Social media platforms

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

Date	Time	Location	Type	Lesson	Instructor
Wednesday 31 Jan 2018	18:00 (2h)	AUDITORIUM	Platform demonstration	Facebook page & community building	Panagiotis Papachatzis
Thursday 01 Feb 2018	19:00 (1h)	AUDITORIUM	Platform demonstration	YouTube channel & community building	Panagiotis Papachatzis
Friday 02 Feb 2018	18:00 (30m)	AUDITORIUM	Platform demonstration	Google Business Profile & community building	Panagiotis Papachatzis
Friday 02 Feb 2018	19:00 (30m)	AUDITORIUM	Platform demonstration	Pinterest account & community building	Panagiotis Papachatzis
Friday 02 Feb 2018	21:00 (30m)	AUDITORIUM	Platform demonstration	LinkedIn personal profile & 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 07 Feb 2018	18:00 (4h)	AUDITORIUM	Lecture	The social media marketing strategy	Katerina Dimitrakopoulou
📅 Thursday 08 Feb 2018	20:00 (2h)	AUDITORIUM	Lecture	Social media accounts & followers	Nikolas Zartaloudis

Social media marketing strategy - workshop

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

Date	Time	Location	Type	Lesson	Instructor
📅 Friday 09 Feb 2018	18:00 (2h)	AUDITORIUM	Teams presentations	Present the social media posts	Katerina Dimitrakopoulou
📅 Friday 09 Feb 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 15 Feb 2018	18:00 (2h)	AUDITORIUM	Lecture	Data & marketing automation	Panagiotis Melissaropoulos
📅 Thursday 15 Feb 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 21 Feb 2018	18:00 (4h)	Auditorium	Lecture	Affiliate advertising campaigns	Angelos Papaioannidis
🗓 Thursday 22 Feb 2018	18:00 (4h)	AUDITORIUM	Lecture	Premium advertising campaigns	Angelos Papaioannidis
🗓 Friday 23 Feb 2018	18:00 (4h)	AUDITORIUM	Platform demonstration	Meta advertising audiences	Panagiotis Papachatzis
🗓 Wednesday 28 Feb 2018	18:00 (4h)	AUDITORIUM	Platform demonstration	Meta advertising tags & events	Panagiotis Papachatzis

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
🗓 Wednesday 07 Mar 2018	18:00 (2h)	FACULTY LOUNGE	Team exercise	Plan an advertising campaign for a marketing objective	Tolis Aivalis
🗓 Wednesday 07 Mar 2018	20:00 (2h)	AUDITORIUM	Teams presentations	Present your digital media plan	Tolis Aivalis

Monitoring with Google Analytics 4

Date	Time	Location	Type	Lesson	Instructor
🗓 Thursday 08 Mar 2018	18:00 (4h)	AUDITORIUM	Platform demonstration	Exploring conversions & funnel	Sotiris Pantazis
🗓 Friday 09 Mar 2018	18:00 (1h)	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
🗓 Friday 09 Mar 2018	20:00 (1h)	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 24 Mar 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 28 Mar 2018	18:00 (1h)	Auditorium	Lecture	Digital marketing services & how to start a business/agency	Tolis Aivalis
🗓 Wednesday 28 Mar 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 28 Mar 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 30 Mar 2018	18:30 (2h)	Computer Lab 1st floor	Exam	Final exams	Tolis Aivalis
🗓 Friday 30 Mar 2018	20:30 (1.5h)	Deipnosofistirion	Networking	Graduation ceremony	Maria Rerra