

Professional Diploma in Digital & Social Media, Athens, Jan 2018

Reporting digital marketing - 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	Audience personas, customer journey & funnel	Ilias Pantelopoulos
📅 Wednesday 10 Jan 2018	20:00 (1h)	Auditorium	Lecture	Digital marketing tactics overview	Tolis Aivalis
📅 Wednesday 10 Jan 2018	21:00 (1h)	AUDITORIUM	Lecture	Marketing mix fundamentals	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
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📅 Thursday 18 Jan 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
📅 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 strategy	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 display 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

Reporting digital marketing - essential metrics

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 complete digital and social media 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