Professional Diploma in Digital & Social Media Marketing, Athens, Jan 2020

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 - Account & access	Tolis Aivalis
🗓 Thursday 01 Jan 1970	02:00 ()		Lecture	Course overview - Annual access	Tolis Aivalis
🗓 Thursday 01 Jan 1970	02:00 ()		Lecture	Course overview - Videos & files	Tolis Aivalis
🗓 Thursday 01 Jan 1970	02:00 ()		Lecture	Course overview - Syllabus	Tolis Aivalis
🗓 Thursday 01 Jan 1970	02:00 ()		Lecture	Course overview - Exams	Tolis Aivalis
🗓 Thursday 01 Jan 1970	02:00 ()		Lecture	Course overview - You & Knowcrunch	Tolis Aivalis

Course welcome & overview

Date	Time	Location	Type	Lesson	Instructor
🗓 Wednesday 15 Jan 2020	17:00 (1h)	Faculty Lounge	Networking	Students welcome and registration	Tolis Aivalis
🗓 Wednesday 15 Jan 2020	18:00 (1h)	AUDITORIUM	Lecture	Course overview	Tolis Aivalis

Marketing & Digital Marketing fundamentals

Date	Time	Location	Type	Lesson	Instructor
🗓 Wednesday 15 Jan 2020	19:00 (1h)	Auditorium	Lecture	The digital marketing fundamentals	Tolis Aivalis
🗓 Wednesday 15 Jan 2020	20:00 (1h)	Auditorium	Lecture	The customer, the journey, the funnel	Tolis Aivalis
🗓 Wednesday 15 Jan 2020	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 16 Jan 2020	18:00 (30m)	Auditorium	Lecture	E-shop conversion rate optimization	Yannis Elpidis
🗓 Thursday 16 Jan 2020	18:30 (30m)	Auditorium	Lecture	Website design & development preparation	Yannis Elpidis
🗓 Thursday 16 Jan 2020	19:00 (1h)	Auditorium	Lecture	Website design & development process	Yannis Elpidis
🗓 Thursday 16 Jan 2020	20:00 (1h)	Auditorium	Lecture	Website landing pages conversion rate optimization	Yannis Elpidis

Digital marketing legal issues

Date	Time	Location	Type	Lesson	Instructor
🗓 Thursday 16 Jan 2020	21:00 (1h)	Auditorium	Lecture	How to prepare data, cookies privacy and terms, conditions for your websites	Elena Spiropoulou
🗓 Wednesday 29 Jan 2020	18:00 (1h)	Auditorium	Lecture	How to protect your copyright and respect copyright of others	Elena Spiropoulou

Social media platforms

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

Date	Time	Location	Type	Lesson	Instructor
🗓 Wednesday 22 Jan 2020	18:00 (1h)	Auditorium	Platform demonstration	Facebook page & community building	Dimitris Dimitriadis
🗓 Thursday 23 Jan 2020	20:00 (2h)	Auditorium	Platform demonstration	LinkedIn page & community building	Dimitris Dimitriadis
🗓 Friday 24 Jan 2020	19:00 (1h)	Auditorium	Platform demonstration	YouTube channel & community building	Dimitris Dimitriadis
🗓 Friday 24 Jan 2020	20:00 (30m)	Auditorium	Platform demonstration	Google my business account & community building	Dimitris Dimitriadis
🗓 Friday 24 Jan 2020	20:30 (30m)	Auditorium	Platform demonstration	Pinterest account & community building	Dimitris Dimitriadis
🗓 Friday 24 Jan 2020	21:00 (30m)	Auditorium	Platform demonstration	LinkedIn personal profile & community building	Dimitris Dimitriadis

Articles, graphics & video production

Learn how to produce amazing content for your digital and social media strategies

Date	Time	Location	Type	Lesson	Instructor
🗓 Wednesday 29 Jan 2020	20:30 (30m)	Auditorium	Platform demonstration	How to use Canva.com to design different graphics	Panos Alefragis
🗓 Thursday 30 Jan 2020	20:00 (1h)	Auditorium	Lecture	How to write search engine optimized articles for your blog	Panos Alefragis

Content marketing strategy & calendar

How to to produce and distribute great content to digital & social media channels in order to generate awareness and conversions

Date	Time	Location	Type	Lesson	Instructor
📅 Thursday 30 Jan 2020	18:00 (2h)	Auditorium	Lecture	Content production	Panos Alefragis
📅 Thursday 30 Jan 2020	21:00 (1h)	Auditorium	Lecture	Content distribution	Panos Alefragis

Content marketing strategy - workshop

Work in teams, prepare a content marketing strategy and produce different types of content

Date	Time	Location	Type	Lesson	Instructor
📅 Friday 31 Jan 2020	18:00 (2h)	Auditorium	Team exercise	Prepare a content marketing strategy	Panos Alefragis
📅 Friday 31 Jan 2020	20:00 (2h)	Auditorium	Teams presentations	Present your content marketing strategy	Panos Alefragis

Search engine optimization strategy - link building

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

Date	Time	Location	Type	Lesson	Instructor
📅 Wednesday 05 Feb 2020	18:00 (4h)	Auditorium	Lecture	The backlinks	Tolis Aivalis

Search engine optimization strategy - content & technical

Date	Time	Location	Type	Lesson	Instructor
📅 Thursday 06 Feb 2020	18:00 (2h)	Auditorium	Lecture	The search engine optimization strategy	George Arapogiannis
📅 Thursday 06 Feb 2020	20:00 (1h)	Auditorium	Lecture	Onsite/page content optimization	George Arapogiannis

Date	Time	Location	Type	Lesson	Instructor
📅 Thursday 06 Feb 2020	21:00 (1h)	Auditorium	Lecture	Onsite/page technical optimization	George Arapogiannis

Search engine optimization strategy - workshop

Work in teams, check a website for S.E.O. factors and generate a complete report including suggestions

Date	Time	Location	Type	Lesson	Instructor
📅 Friday 07 Feb 2020	18:00 (2h)	Students Lounge	Team exercise	Check S.E.O. on a website and generate a report	George Arapogiannis
📅 Friday 07 Feb 2020	20:00 (2h)	Auditorium	Teams presentations	Present the S.E.O. report and suggestions	George Arapogiannis

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 12 Feb 2020	18:00 (1h)	Auditorium	Lecture	The social media marketing strategy	Katerina Dimitrakopoulou
📅 Wednesday 12 Feb 2020	19:00 (2h)	Auditorium	Lecture	Social media live listening & marketing	Katerina Dimitrakopoulou
📅 Wednesday 12 Feb 2020	21:00 (1h)	Auditorium	Lecture	Social media customer care	Katerina Dimitrakopoulou
📅 Thursday 13 Feb 2020	18:00 (30m)	Auditorium	Lecture	Social media posting	Katerina Dimitrakopoulou
📅 Thursday 13 Feb 2020	18:30 (30m)	Auditorium	Platform demonstration	Hootsuite.com mashup tool	Katerina Dimitrakopoulou
📅 Thursday 13 Feb 2020	19:00 (30m)	Auditorium	Lecture	Social media engagement	Katerina Dimitrakopoulou
📅 Thursday 13 Feb 2020	20:00 (30m)	Auditorium	Lecture	Social media accounts & followers	Katerina Dimitrakopoulou
📅 Thursday 13 Feb 2020	21:00 (1h)	Auditorium	Lecture	Social media crisis management	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 14 Feb 2020	18:00 (2h)	Students Lounge	Team exercise	Prepare different social media posts for a brand	Katerina Dimitrakopoulou
🗓 Friday 14 Feb 2020	20:00 (2h)	Auditorium	Teams presentations	Present the social media posts	Katerina Dimitrakopoulou

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 19 Feb 2020	18:00 (1h)	Auditorium	Lecture	Advertising campaigns fundamentals	Tolis Aivalis
🗓 Thursday 20 Feb 2020	18:00 (4h)	Auditorium	Platform demonstration	Facebook & Instagram advertising audiences	Panagiotis Papachatzis
🗓 Friday 21 Feb 2020	18:00 (2h)	Auditorium	Platform demonstration	Facebook & Instagram advertising tags & events	Panagiotis Papachatzis
🗓 Friday 21 Feb 2020	20:00 (2h)	Auditorium	Platform demonstration	Facebook & Instagram awareness advertising campaigns	Panagiotis Papachatzis
🗓 Wednesday 26 Feb 2020	18:00 (3h)	Auditorium	Lecture	Premium display advertising campaigns	Alex Charalampidis
🗓 Wednesday 26 Feb 2020	21:00 (1h)	Auditorium	Platform demonstration	Quora advertising campaigns	Alex Charalampidis
🗓 Thursday 27 Feb 2020	18:00 (1h)	Auditorium	Lecture	Affiliate advertising campaigns (marketing)	Alexandros Kokolis
🗓 Thursday 27 Feb 2020	21:00 (1h)	Auditorium	Platform demonstration	LinkedIn advertising campaigns	Alexandros Kokolis
🗓 Wednesday 04 Mar 2020	21:00 (1h)	Auditorium	Platform demonstration	X (Twitter) advertising campaigns	Panagiotis Papachatzis

Advertising strategy - workshop

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

Date	Time	Location	Type	Lesson	Instructor
📅 Thursday 05 Mar 2020	18:00 (2h)	Faculty Lounge	Team exercise	Plan an advertising campaign for a marketing objective	Panagiotis Papachatzis
📅 Thursday 05 Mar 2020	20:00 (2h)	Auditorium	Teams presentations	Present your digital media plan	Panagiotis Papachatzis

Influencer marketing strategy

Learn how to use influencers on digital and social media to boost your brand's awareness

Date	Time	Location	Type	Lesson	Instructor
📅 Wednesday 11 Mar 2020	18:00 (1h)	Auditorium	Lecture	The influencer marketing strategy	Dominikos Pritis

Email & mobile marketing strategy

Date	Time	Location	Type	Lesson	Instructor
📅 Thursday 12 Mar 2020	18:00 (30m)	Auditorium	Lecture	Data & marketing automation	Lazaros Tzanetos
📅 Thursday 12 Mar 2020	18:30 (30m)	Auditorium	Lecture	E-mail marketing strategy	Lazaros Tzanetos
📅 Thursday 12 Mar 2020	19:00 (30m)	Auditorium	Lecture	Mobile marketing strategy (SMS, Viber)	Lazaros Tzanetos
📅 Thursday 12 Mar 2020	20:00 (30m)	Auditorium	Platform demonstration	Mailchimp.com e-mail marketing platform	Lazaros Tzanetos

Email & mobile marketing strategy - data automation

Learn how to use e-mail, mobile messages and chatbots to support your operation and communication

Date	Time	Location	Type	Lesson	Instructor

📅 Thursday 12 Mar 2020	21:30 (30m)	Auditorium	Platform demonstration	How to use Chatfuel.com chatbot platform	Lazaros Tzanetos

Monitoring with Google Analytics 4

Date	Time	Location	Type	Lesson	Instructor
📅 Friday 13 Mar 2020	18:00 (3h)	Auditorium	Platform demonstration	Google Analytics 4 to monitor conversions and your funnel	Sotiris Pantazis
📅 Friday 13 Mar 2020	21:00 (1h)	Auditorium	Platform demonstration	Google Analytics 4 to monitor your retention	Sotiris Pantazis

Reporting digital marketing - metrics

Learn how to focus on important results and generate reports

Date	Time	Location	Type	Lesson	Instructor
📅 Wednesday 18 Mar 2020	18:00 (1h)	Auditorium	Platform demonstration	Google Looker Studio reporting tool	Alexandra Karasaridou
📅 Wednesday 18 Mar 2020	21:00 (1h)	Auditorium	Lecture	Digital marketing important metrics	Alexandra Karasaridou

Reporting digital marketing - workshop

Work in teams, generate a complete report including important KPIs and metrics

Date	Time	Location	Type	Lesson	Instructor
📅 Thursday 19 Mar 2020	18:00 (2h)	Faculty Lounge	Team exercise	Generate a digital and social media report for social media marketing and advertising campaigns results	Alexandra Karasaridou
📅 Thursday 19 Mar 2020	20:00 (2h)	Auditorium	Teams presentations	Present your digital and social media report	Alexandra Karasaridou

Digital marketing strategy & budget - 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 28 Mar 2020	16:00 (2h)	Auditorium	Teams presentations	Present your complete digital and social media marketing strategy	Tolis Aivalis

Digital marketing career paths & services

Learn how to work in digital marketing positions

Date	Time	Location	Type	Lesson	Instructor
🗓 Wednesday 01 Apr 2020	18:00 (1h)	Auditorium	Lecture	Digital marketing services & how to start a business/agency	Ilias Pantelopoulos
🗓 Wednesday 01 Apr 2020	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 01 Apr 2020	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 03 Apr 2020	18:00 (2h)	Lab	Exam	Final exams	Tolis Aivalis
🗓 Friday 03 Apr 2020	20:00 (2h)	Students Lounge	Networking	Graduation ceremony	Tolis Aivalis