

Professional Diploma in Digital & Social Media

Athens, January 2020

Pre-learning: Digital & Social Media Fundamentals

The digital marketing basics and the impact on communication, marketing and business models

Date	Time	Location	Type	Lesson	Instructor
Wednesday 15, Jan 2020	17:00 (1h)	Faculty Lounge	Networking event	Students welcome & registration	Apostolis Aivalis
Wednesday 15, Jan 2020	18:00 (1h)	AUDITORIUM	Lecture	Course overview	Apostolis Aivalis
Wednesday 15, Jan 2020	19:00 (1h)	Auditorium	Lecture	The crowdsourcing, viral & long-tail phenomena	Apostolis Aivalis
Wednesday 15, Jan 2020	20:00 (1h)	Auditorium	Lecture	The marketing objectives & available digital marketing strategies	Apostolis Aivalis
Wednesday 15, Jan 2020	21:00 (1h)	Auditorium	Lecture	The digital consumer, his online journey & funnel	Apostolis Aivalis

Websites & Landing Pages

How to launch & run successful web sites

Date	Time	Location	Type	Lesson	Instructor
Thursday 16, Jan 2020	18:00 (30m)	Auditorium	Lecture	Choosing a website content management system (CMS) or platform	Yannis Elpidis
Thursday 16, Jan 2020	18:30 (30m)	Auditorium	Tutorial	WordPress content management system (CMS)	Yannis Elpidis
Thursday 16, Jan 2020	19:00 (1h)	Auditorium	Lecture	Working with website design & development agencies	Yannis Elpidis
Thursday 16, Jan 2020	20:00 (1h)	Auditorium	Lecture	Designing & optimizing landing pages & preparing your UTMs	Yannis Elpidis
Thursday 16, Jan 2020	21:00 (1h)	Auditorium	Lecture	Websites legal (GDPR, domains, data privacy, terms, cookies)	Elena Spiropoulou

E-shops

How to launch a successful e-shop & run an e-commerce business

Date	Time	Location	Type	Lesson	Instructor
Friday 17, Jan 2020	18:00 (2h)	Auditorium	Lecture	Designing & optimizing e-shops	Yannis Elpidis
Friday 17, Jan 2020	20:00 (30m)	Auditorium	Lecture	Choosing an e-shop platform	Yannis Elpidis
Friday 17, Jan 2020	20:30 (30m)	Auditorium	Tutorial	Shopify e-commerce platform	Yannis Elpidis
Friday 17, Jan 2020	21:00 (1h)	Auditorium	Lecture	E-shops legal issues (GDPR, transactions, returns, terms)	Elena Spiropoulou

Social Media & Social Networks

How to use the most important social media & social networks, their features, tips & tricks

Date	Time	Location	Type	Lesson	Instructor
Wednesday 22, Jan 2020	18:00 (1h)	Auditorium	Tutorial	Facebook newsfeed, profile & groups	Dimitris Dimitriadis
Wednesday 22, Jan 2020	19:00 (3h)	Auditorium	Tutorial	Facebook pages & posts	Dimitris Dimitriadis
Thursday 23, Jan 2020	18:00 (1h)	Auditorium	Tutorial	Instagram business profile	Dimitris Dimitriadis
Thursday 23, Jan 2020	19:00 (1h)	Auditorium	Tutorial	LinkedIn newsfeed, profile & groups	Ethel Agelatou
Thursday 23, Jan 2020	20:00 (2h)	Auditorium	Tutorial	LinkedIn company pages	Ethel Agelatou
Friday 24, Jan 2020	18:00 (1h)	Auditorium	Tutorial	Twitter account	Dimitris Dimitriadis
Friday 24, Jan 2020	19:00 (1h)	Auditorium	Tutorial	YouTube channel	Dimitris Dimitriadis
Friday 24, Jan 2020	20:00 (30m)	Auditorium	Tutorial	Google My Business location	Dimitris Dimitriadis
Friday 24, Jan 2020	20:30 (30m)	Auditorium	Tutorial	Pinterest business account, boards & pins	Dimitris Dimitriadis
Friday 24, Jan 2020	21:00 (30m)	Auditorium	Tutorial	SnapChat messenger & stories	Dimitris Dimitriadis
Friday 24, Jan 2020	21:30 (30m)	Auditorium	Tutorial	Quora questions & answers	Dimitris Dimitriadis

Content Marketing

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

Date	Time	Location	Type	Lesson	Instructor
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Wednesday 29, Jan 2020	18:00 (1h)	Auditorium	Lecture	Content legal & copyright issues	Elena Spiropoulou
Wednesday 29, Jan 2020	19:00 (30m)	Auditorium	Lecture	Producing videos	Panos Alefragis
Wednesday 29, Jan 2020	19:30 (30m)	Auditorium	Tutorial	Lumen5 video production tool	Panos Alefragis
Wednesday 29, Jan 2020	20:00 (30m)	Auditorium	Lecture	Designing graphics	Panos Alefragis
Wednesday 29, Jan 2020	20:30 (30m)	Auditorium	Tutorial	Canva graphics design tool	Panos Alefragis
Wednesday 29, Jan 2020	21:00 (1h)	Auditorium	Lecture	Writing optimized articles for blogs	Panos Alefragis
Thursday 30, Jan 2020	18:00 (2h)	Auditorium	Lecture	Content marketing strategy & calendar	Panos Alefragis
Thursday 30, Jan 2020	20:00 (1h)	Auditorium	Lecture	Content types, distribution & promotion	Panos Alefragis
Thursday 30, Jan 2020	21:00 (1h)	Auditorium	Lecture	Running a content marketing agency (strategy & services)	Panos Alefragis

Content Marketing Strategy Workshop

Students work in teams to draft a content marketing strategy for a brand 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	Presentation	Present your content marketing strategy	Panos Alefragis

Search Engine Optimization

How to optimize your web site and how to run off-site tactics to achieve amazing search results

Date	Time	Location	Type	Lesson	Instructor
Wednesday 05, Feb 2020	18:00 (4h)	Auditorium	Lecture	On-site search engine optimization factors (S.E.O.)	George Arapogiannis
Thursday 06, Feb 2020	18:00 (2h)	Auditorium	Lecture	Off-site search engine optimization tactics (S.E.O.) for backlinks	George Arapogiannis
Thursday 06, Feb 2020	20:00 (1h)	Auditorium	Tutorial	SEO site checkup, Screaming Frog, Uber Suggest, Google Search console	George Arapogiannis
Thursday 06, Feb 2020	21:00 (1h)	Auditorium	Presentation	Running an S.E.O. agency (strategy & services)	George Arapogiannis

Search Engine Optimization Workshop

Students work in teams to check a website for S.E.O. factors and then generate and present a complete report including optimization suggestions

Date	Time	Location	Type	Lesson	Instructor
Friday 07, Feb 2020	18:00 (2h)	Faculty Lounge	Team Exercise	Check S.E.O. on a web site and generate a report	George Arapogiannis
Friday 07, Feb 2020	20:00 (2h)	Auditorium	Presentation	Present the S.E.O. report & proposals	George Arapogiannis

Social Media Marketing

How to build social media communities and how to engage & manage your social media fans or followers

Date	Time	Location	Type	Lesson	Instructor
Wednesday 12, Feb 2020	18:00 (1h)	Auditorium	Lecture	Social media accounts setup	Katerina Dimitrakopoulou
Wednesday 12, Feb 2020	19:00 (2h)	Auditorium	Lecture	Social media posting	Katerina Dimitrakopoulou
Wednesday 12, Feb 2020	21:00 (1h)	Auditorium	Lecture	Social media engagement & contests	Katerina Dimitrakopoulou
Thursday 13, Feb 2020	18:00 (30m)	Auditorium	Lecture	Social media live marketing	Katerina Dimitrakopoulou
Thursday 13, Feb 2020	18:30 (30m)	Auditorium	Lecture	Social media customer care	Katerina Dimitrakopoulou
Thursday 13, Feb 2020	19:00 (30m)	Auditorium	Lecture	Social media crisis management	Katerina Dimitrakopoulou
Thursday 13, Feb 2020	20:00 (30m)	Auditorium	Tutorial	Hootsuite mashup tool	Katerina Dimitrakopoulou
Thursday 13, Feb 2020	20:30 (30m)	Auditorium	Tutorial	Buffer mashup tool	Katerina Dimitrakopoulou
Thursday 13, Feb 2020	21:00 (1h)	Auditorium	Lecture	Running a social media marketing agency (strategy & services)	Katerina Dimitrakopoulou

Social Media Marketing Strategy Workshop

Students work in teams to prepare and present complete posts for different marketing objectives

Date	Time	Location	Type	Lesson	Instructor
Friday 14, Feb 2020	18:00 (2h)	Faculty Lounge	Team Exercise	Prepare different social media posts for a brand	Katerina Dimitrakopoulou
Friday 14, Feb 2020	20:00 (2h)	Auditorium	Presentation	Present the social media posts	Katerina Dimitrakopoulou

Advertising Campaigns

How to launch, run & optimize campaigns on digital & social channels for different marketing objectives

Date	Time	Location	Type	Lesson	Instructor
Wednesday 19, Feb 2020	18:00 (1h)	Auditorium	Lecture	Advertising fundamentals: metrics, KPIs, tags, targeting, bidding, remarketing	Apostolis Aivalis
Wednesday 19, Feb 2020	19:00 (1h)	Auditorium	Lecture	Premium display advertising fundamentals	Georgia Zacharaki
Wednesday 19, Feb 2020	20:00 (1h)	Auditorium	Lecture	Programmatic advertising fundamentals	Georgia Zacharaki
Wednesday 19, Feb 2020	21:00 (1h)	Auditorium	Lecture	Native advertising fundamentals	Georgia Zacharaki
Thursday 20, Feb 2020	18:00 (4h)	Auditorium	Tutorial	Facebook & Instagram advertising fundamentals	Panagiotis Papachatzis
Friday 21, Feb 2020	18:00 (2h)	Auditorium	Tutorial	Facebook & Instagram advertising fundamentals	Panagiotis Papachatzis
Friday 21, Feb 2020	20:00 (2h)	Auditorium	Hands-on	Setup a Facebook & Instagram advertising campaign	Panagiotis Papachatzis
Wednesday 26, Feb 2020	18:00 (3h)	Auditorium	Tutorial	Google search advertising	Konstantinos Androutsos
Wednesday 26, Feb 2020	21:00 (1h)	Auditorium	Hands-on	Setup a Google search advertising campaign	Konstantinos Androutsos
Thursday 27, Feb 2020	18:00 (1h)	Auditorium	Tutorial	Google display network (G.D.N.) advertising	Konstantinos Androutsos
Thursday 27, Feb 2020	19:00 (1h)	Auditorium	Tutorial	Google Gmail advertising	Konstantinos Androutsos
Thursday 27, Feb 2020	20:00 (1h)	Auditorium	Tutorial	YouTube advertising	Konstantinos Androutsos
Thursday 27, Feb 2020	21:00 (1h)	Auditorium	Hands-on	Setup a Google display advertising campaign	Konstantinos Androutsos
Friday 28, Feb 2020	18:00 (1h)	Auditorium	Tutorial	LinkedIn advertising fundamentals	Panagiotis Papachatzis
Friday 28, Feb 2020	19:00 (30m)	Auditorium	Tutorial	Snapchat advertising fundamentals	Panagiotis Papachatzis
Friday 28, Feb 2020	19:30 (30m)	Auditorium	Tutorial	Reddit advertising fundamentals	Panagiotis Papachatzis
Friday 28, Feb 2020	20:00 (1h)	Auditorium	Tutorial	Twitter advertising fundamentals	Panagiotis Papachatzis
Friday 28, Feb 2020	21:00 (30m)	Auditorium	Lecture	Pinterest advertising fundamentals	Panagiotis Papachatzis

Date	Time	Location	Type	Lesson	Instructor
Friday 28, Feb 2020	21:30 (30m)	Auditorium	Lecture	Quora advertising fundamentals	Panagiotis Papachatzis
Wednesday 04, Mar 2020	18:00 (2h)	Auditorium	Lecture	Affiliate advertising fundamentals	Panagiotis Papachatzis
Wednesday 04, Mar 2020	20:00 (1h)	Auditorium	Lecture	Digital & social media advertising strategy, budget & media plan	Panagiotis Papachatzis
Wednesday 04, Mar 2020	21:00 (1h)	Auditorium	Lecture	Running a media shop or ad agency (strategy & services)	Panagiotis Papachatzis

Advertising Campaigns Strategy Workshop

Students work in teams to form and present a complete advertising strategy & detailed budget including costs & 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	Presentation	Present your digital media plan	Panagiotis Papachatzis

Influencer Marketing

How to use influencers to boost your brand on digital & social media

Date	Time	Location	Type	Lesson	Instructor
Wednesday 11, Mar 2020	18:00 (1h)	Auditorium	Lecture	Influencer & brand ambassadors marketing	Dominikos Pritis
Wednesday 11, Mar 2020	19:00 (30m)	Auditorium	Tutorial	Susurrus.io influencer management tool	Dominikos Pritis
Wednesday 11, Mar 2020	19:30 (30m)	Auditorium	Tutorial	Upfluence influencers management tool	Dominikos Pritis

Online Reputation Management

How to use digital & social media channels to generate & manage reputation

Date	Time	Location	Type	Lesson	Instructor
Wednesday 11, Mar 2020	20:00 (1h)	Auditorium	Lecture	Astrourfing	Omiros Tsapalos
Wednesday 11, Mar 2020	21:00 (1h)	Auditorium	Lecture	Public relations online	Omiros Tsapalos

Messaging

How to use chatbots, e-mail, mobile messages & campaigns to support your operation & communication

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	?-mail marketing	Lazaros Tzanetos
Thursday 12, Mar 2020	19:00 (30m)	Auditorium	Lecture	Mobile marketing (SMS, Viber, Whatapp)	Lazaros Tzanetos
Thursday 12, Mar 2020	20:00 (30m)	Auditorium	Tutorial	Mailchimp e-mail newsletter platform	Lazaros Tzanetos
Thursday 12, Mar 2020	20:30 (30m)	Auditorium	Tutorial	Apifon SMS & Viber messaging platform	Lazaros Tzanetos
Thursday 12, Mar 2020	21:00 (30m)	Auditorium	Lecture	Chatbots marketing	Apostolis Aivalis
Thursday 12, Mar 2020	21:30 (30m)	Auditorium	Tutorial	Chat Fuel chatbot	Apostolis Aivalis

Monitoring

How to monitor and measure results in different digital & social media properties generate reports

Date	Time	Location	Type	Lesson	Instructor
Friday 13, Mar 2020	18:00 (3h)	Auditorium	Tutorial	Google analytics fundamentals, case studies	Sotiris Pantazis
Friday 13, Mar 2020	21:00 (1h)	Auditorium	Tutorial	Facebook insights & analytics	Sotiris Pantazis

Reporting

How to generate reports & pivot your strategy for better KPIs

Date	Time	Location	Type	Lesson	Instructor
Wednesday 18, Mar 2020	18:00 (1h)	Auditorium	Tutorial	Reporting with Google Data Studio	Alexandra Karasaridou
Wednesday 18, Mar 2020	19:00 (30m)	Auditorium	Tutorial	Reporting with Google Analytics custom dashboards	Alexandra Karasaridou
Wednesday 18, Mar 2020	19:30 (30m)	Auditorium	Tutorial	Reporting with Hootsuite	Alexandra Karasaridou
Wednesday 18, Mar 2020	20:00 (1h)	Auditorium	Tutorial	Reporting with Report Garden	Alexandra Karasaridou

Date	Time	Location	Type	Lesson	Instructor
Wednesday 18, Mar 2020	21:00 (1h)	Auditorium	Lecture	Running a monitoring agency (strategy & services)	Alexandra Karasaridou

Monitoring & Reporting Workshop

Students work in teams to generate and present a complete report for social media insights, advertising campaigns results and Google Analytics including KPIs & metrics

Date	Time	Location	Type	Lesson	Instructor
Thursday 19, Mar 2020	18:00 (2h)	Faculty Lounge	Team Exercise	Generate a digital & social media report	Alexandra Karasaridou
Thursday 19, Mar 2020	20:00 (2h)	Auditorium	Presentation	Present your digital & social media report	Alexandra Karasaridou

Growth Hacking

How to use innovative tactics & methodologies to optimize metrics that matter on your funnel.

Date	Time	Location	Type	Lesson	Instructor
Friday 20, Mar 2020	18:00 (2h)	Auditorium	Lecture	Growth hacking methodology & mindset to generate traction & growth	George Carey-Simos

Performance Marketing

How to optimize your campaigns and marketing funnel to increase your conversions.

Date	Time	Location	Type	Lesson	Instructor
Friday 20, Mar 2020	20:00 (1h)	Auditorium	Lecture	Performance marketing methodology & mindset to generate sales & revenue	Apostolis Aivalis
Friday 20, Mar 2020	21:00 (1h)	Auditorium	Lecture	Funnel optimization for better conversions and R.O.A.S.	Apostolis Aivalis

Strategy

How to form a complete digital marketing strategy, plan & budget for your brand or customers utilizing all digital & social media channels

Date	Time	Location	Type	Lesson	Instructor
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Thursday 26, Mar 2020	18:00 (3h)	Auditorium	Lecture	Strategy, plan & budget	Apostolis Aivalis
Thursday 26, Mar 2020	21:00 (1h)	Auditorium	Team Exercise	Digital roles & team	Apostolis Aivalis

Strategy Full Day Workshop

Students work in teams to form and present a complete digital & social media strategy for a brand for different marketing objectives including an action plan & budget

Date	Time	Location	Type	Lesson	Instructor
Saturday 28, Mar 2020	10:00 (6h)	Faculty Lounge	Team Exercise	Draft a complete digital & social media strategy	Apostolis Aivalis
Saturday 28, Mar 2020	16:00 (2h)	Auditorium	Presentation	Present your digital & social media strategy	Apostolis Aivalis

Services

How to find a job, become a professional, launch an agency, sell services and manage customers in digital & social media marketing industry

Date	Time	Location	Type	Lesson	Instructor
Wednesday 01, Apr 2020	18:00 (1h)	Auditorium	Lecture	Finding a digital & social media marketing job	Ilias Pantelopoulos
Wednesday 01, Apr 2020	19:00 (1h)	Auditorium	Lecture	Working with digital & social media marketing agencies	Ilias Pantelopoulos
Wednesday 01, Apr 2020	20:00 (1h)	Auditorium	Lecture	Running a digital & social media marketing agency (strategy & services)	Apostolis Aivalis
Wednesday 01, Apr 2020	21:00 (1h)	Auditorium	Lecture	Course summary & epilogue	Apostolis Aivalis

Exams & Graduation

Students participate in online exams to validate their knowledge & understanding and graduate

Date	Time	Location	Type	Lesson	Instructor
Friday 03, Apr 2020	18:00 (2h)	Lab	Final Exam	Final exams	Apostolis Aivalis
Friday 03, Apr 2020	20:00 (2h)	Students Lounge	Networking event	Graduation ceremony	Apostolis Aivalis