









Professional Diploma in Digital & Social Media, Athens, May 2019



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 08 May 2019	17:00 (1h)	Faculty Lounge	Networking	Students welcome and registration	Tolis Aivalis
 Wednesday 08 May 2019	18:00 (1h)	Auditorium	Lecture	Course overview	Tolis Aivalis

Marketing & Digital Marketing fundamentals



Date	Time	Location	Type	Lesson	Instructor
 Wednesday 08 May 2019	19:00 (1h)	Auditorium	Lecture	The customer, the journey, the funnel	Tolis Aivalis
 Wednesday 08 May 2019	20:00 (1h)	Auditorium	Lecture	The digital marketing fundamentals	Tolis Aivalis
 Wednesday 08 May 2019	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 09 May 2019	21:00 (1h)	Auditorium	Lecture	Website landing pages conversion rate optimization	Yannis Elpidis
 Friday 10 May 2019	18:00 (1h)	Auditorium	Lecture	Website design & development preparation	Yannis Elpidis
 Friday 10 May 2019	19:00 (2h)	Auditorium	Lecture	E-shop conversion rate optimization	Yannis Elpidis

Digital marketing legal issues




Date	Time	Location	Type	Lesson	Instructor
 Friday 10 May 2019	21:00 (1h)	Auditorium	Lecture	How to prepare data, cookies privacy and terms, conditions for your websites	Elena Spiropoulou
 Wednesday 29 May 2019	18:00 (1h)	Auditorium	Lecture	How to protect your copyright and respect copyright of others	Elena Spiropoulou

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 15 May 2019	18:00 (4h)	Auditorium	Lecture	The backlinks	George Arapogiannis

Search engine optimization strategy - content & technical

Date	Time	Location	Type	Lesson	Instructor
 Thursday 16 May 2019	19:00 (2h)	Auditorium	Lecture	The search engine optimization strategy	George Arapogiannis
 Friday 17 May 2019	18:00 (2h)	Faculty Lounge	Lecture	Onsite/page content optimization	George Arapogiannis
 Friday 17 May 2019	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
 Wednesday 22 May 2019	18:00 (3h)	Auditorium	Platform demonstration	Facebook page & community building	Dimitris Dimitriadis
 Friday 24 May 2019	18:00 (1h)	Auditorium	Platform demonstration	YouTube channel & community building	Dimitris Dimitriadis
 Friday 24 May 2019	19:00 (30m)	Auditorium	Platform demonstration	Google my business account & community building	Dimitris Dimitriadis
 Friday 24 May 2019	20:00 (30m)	Auditorium	Platform demonstration	Pinterest account & community building	Dimitris Dimitriadis
 Friday 24 May 2019	20:30 (30m)	Auditorium	Platform demonstration	LinkedIn personal profile & community building	Dimitris Dimitriadis



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 05 Jun 2019	18:00 (1h)	Auditorium	Lecture	The social media marketing strategy	Katerina Dimitrakopoulou
 Wednesday 05 Jun 2019	19:00 (2h)	Auditorium	Lecture	Social media live listening & marketing	Katerina Dimitrakopoulou
 Wednesday 05 Jun 2019	21:00 (1h)	Auditorium	Lecture	Social media customer care	Katerina Dimitrakopoulou
 Thursday 06 Jun 2019	18:00 (30m)	Auditorium	Lecture	Social media posting	Katerina Dimitrakopoulou
 Thursday 06 Jun 2019	18:30 (30m)	Auditorium	Platform demonstration	Hootsuite.com mashup tool	Katerina Dimitrakopoulou
 Thursday 06 Jun 2019	19:00 (1h)	Auditorium	Lecture	Social media engagement	Katerina Dimitrakopoulou
 Thursday 06 Jun 2019	20:00 (1h)	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 07 Jun 2019	18:00 (2h)	Faculty Lounge	Teams presentations	Present the social media posts	Katerina Dimitrakopoulou
 Friday 07 Jun 2019	20:00 (2h)	Auditorium	Team exercise	Prepare different social media posts for a brand	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 12 Jun 2019	19:00 (1h)	Auditorium	Lecture	Advertising campaigns fundamentals	Tolis Aivalis
 Thursday 13 Jun 2019	18:00 (4h)	Auditorium	Platform demonstration	Facebook & Instagram advertising audiences	Panagiotis Papachatzis

Date	Time	Location	Type	Lesson	Instructor
📅 Friday 14 Jun 2019	18:00 (4h)	Auditorium	Platform demonstration	Facebook & Instagram advertising tags & events	Panagiotis Papachatzis
📅 Wednesday 19 Jun 2019	18:00 (4h)	Auditorium	Lecture	Premium display advertising campaigns	Panos Ladas
📅 Thursday 20 Jun 2019	18:00 (4h)	Auditorium	Lecture	Affiliate advertising campaigns (marketing)	Panos Ladas

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 27 Jun 2019	18:00 (2h)	Room 701 & 702 3rd Floor Arts Center	Team exercise	Plan an advertising campaign for a marketing objective	Panagiotis Papachatzis
📅 Thursday 27 Jun 2019	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
📅 Friday 28 Jun 2019	18:00 (1h)	6th Auditorium	Lecture	The influencer marketing strategy	Dominikos Pritis

Email & mobile marketing strategy

Date	Time	Location	Type	Lesson	Instructor
📅 Friday 28 Jun 2019	20:00 (1h)	6th Auditorium	Lecture	Data & marketing automation	Panagiotis Melissaropoulos
📅 Friday 28 Jun 2019	21:00 (1h)	6th Auditorium	Lecture	E-mail marketing strategy	Panagiotis Melissaropoulos

Monitoring with Google Analytics 4

Date	Time	Location	Type	Lesson	Instructor
📅 Friday 05 Jul 2019	18:00 (4h)	Auditorium	Platform demonstration	Google Analytics 4 to monitor conversions and your funnel	Konstantinos Androutsos
📅 Wednesday 10 Jul 2019	18:00 (1h)	Auditorium	Platform demonstration	Google Analytics 4 to monitor your retention	Dominikos Pritis

Reporting digital marketing - metrics

Learn how to focus on important results and generate reports

Date	Time	Location	Type	Lesson	Instructor
📅 Wednesday 10 Jul 2019	19:00 (1h)	Auditorium	Platform demonstration	Google Looker Studio reporting tool	Anna Barouxi


Reporting digital marketing - workshop

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

Date	Time	Location	Type	Lesson	Instructor
📅 Thursday 11 Jul 2019	18:00 (2h)	Students Lounge	Team exercise	Generate a digital and social media report for social media marketing and advertising campaigns results	Dominikos Pritis
📅 Thursday 11 Jul 2019	20:00 (2h)	Auditorium	Teams presentations	Present your digital and social media report	Dominikos Pritis



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 20 Jul 2019	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 24 Jul 2019	18:00 (1h)	Auditorium	Lecture	Digital marketing services & how to start a business/agency	Tolis Aivalis
 Wednesday 24 Jul 2019	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 24 Jul 2019	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
 Thursday 25 Jul 2019	18:30 (2h)	Lab	Exam	Final exams	Tolis Aivalis
 Thursday 25 Jul 2019	20:30 (2h)	Park	Networking	Graduation ceremony	Tolis Aivalis