

Professional Diploma in Digital & Social Media, Athens

Athens, October 2019

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 09, Oct 2019	17:00 (1h)	Faculty Lounge	Networking event	Students welcome & registration	Apostolis Aivalis
Wednesday 09, Oct 2019	18:00 (1h)	6th Auditorium	Lecture	Course overview	Apostolis Aivalis
Wednesday 09, Oct 2019	19:00 (1h)	6th Auditorium	Lecture	The crowdsourcing, viral & long-tail phenomena	Apostolis Aivalis
Wednesday 09, Oct 2019	20:00 (1h)	6th Auditorium	Lecture	The digital consumer, his online journey & funnel	Apostolis Aivalis
Wednesday 09, Oct 2019	21:00 (1h)	6th Auditorium	Lecture	The marketing objectives & available digital marketing strategies	Apostolis Aivalis

Websites & Landing Pages

How to launch & run successful web sites

Date	Time	Location	Type	Lesson	Instructor
Thursday 10, Oct 2019	18:00 (30m)	6th Auditorium	Lecture	Choosing a website content management system (CMS) or platform	Yannis Elpidis
Thursday 10, Oct 2019	18:30 (30m)	6th Auditorium	Lecture	Live tutorial: WordPress content management system (CMS)	Yannis Elpidis
Thursday 10, Oct 2019	19:00 (1h)	6th Auditorium	Lecture	Working with website design & development agencies	Yannis Elpidis
Thursday 10, Oct 2019	20:00 (1h)	6th Auditorium	Lecture	Designing & optimizing landing pages & preparing your UTMs	Yannis Elpidis
Thursday 10, Oct 2019	21:00 (1h)	6th 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 11, Oct 2019	18:00 (2h)	6th Auditorium	Lecture	Designing & optimizing e-shops	Yannis Elpidis
Friday 11, Oct 2019	20:00 (30m)	6th Auditorium	Lecture	Choosing an e-shop platform	Yannis Elpidis
Friday 11, Oct 2019	20:30 (30m)	6th Auditorium	Tutorial	Live tutorial: Shopify e-commerce platform	Yannis Elpidis
Friday 11, Oct 2019	21:00 (1h)	6th 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 16, Oct 2019	18:00 (1h)	6th Auditorium	Tutorial	Live tutorial: Facebook newsfeed, profile & groups	Dimitris Dimitriadis
Wednesday 16, Oct 2019	19:00 (2h)	6th Auditorium	Tutorial	Live tutorial: Facebook pages & posts	Dimitris Dimitriadis
Thursday 17, Oct 2019	18:00 (1h)	6th Auditorium	Tutorial	Live tutorial: Instagram business profile	Dimitris Dimitriadis
Thursday 17, Oct 2019	19:00 (2h)	6th Auditorium	Tutorial	Live tutorial: LinkedIn newsfeed, profile & groups	Ethel Agelatou
Thursday 17, Oct 2019	21:00 (1h)	6th Auditorium	Tutorial	Live tutorial: LinkedIn company pages	Ethel Agelatou
Friday 18, Oct 2019	18:00 (1h)	6th Auditorium	Tutorial	Live tutorial: Twitter account	Dimitris Dimitriadis
Friday 18, Oct 2019	19:00 (1h)	6th Auditorium	Tutorial	Live tutorial: YouTube channel	Dimitris Dimitriadis
Friday 18, Oct 2019	20:00 (30m)	6th Auditorium	Lecture	Google My Business location	Dimitris Dimitriadis
Friday 18, Oct 2019	20:30 (30m)	6th Auditorium	Lecture	Pinterest business account, boards & pins	Dimitris Dimitriadis
Friday 18, Oct 2019	21:00 (30m)	6th Auditorium	Lecture	SnapChat messenger & stories	Dimitris Dimitriadis
Friday 18, Oct 2019	21:30 (30m)	6th Auditorium	Lecture	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
------	------	----------	------	--------	------------

Wednesday 23, Oct 2019	18:00 (1h)	6th Auditorium	Lecture	Content legal & copyright issues	Elena Spiropoulou
Wednesday 23, Oct 2019	19:00 (30m)	6th Auditorium	Presentation	Producing videos	Panos Alefragis
Wednesday 23, Oct 2019	19:30 (30m)	6th Auditorium	Tutorial	Live tutorial: Lumen5 video production tool	Panos Alefragis
Wednesday 23, Oct 2019	20:00 (30m)	6th Auditorium	Lecture	Designing graphics	Panos Alefragis
Wednesday 23, Oct 2019	20:30 (30m)	6th Auditorium	Tutorial	Live tutorial: Canva graphics design tool	Panos Alefragis
Wednesday 23, Oct 2019	21:00 (1h)	6th Auditorium	Lecture	Writing optimized articles for blogs	Panos Alefragis
Thursday 24, Oct 2019	18:00 (1h)	6th Auditorium	Lecture	Content marketing strategy & calendar	Panos Alefragis
Thursday 24, Oct 2019	19:00 (2h)	6th Auditorium	Lecture	Content types & distribution channels	Panos Alefragis
Thursday 24, Oct 2019	21:00 (1h)	6th 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 25, Oct 2019	18:00 (2h)	6th Auditorium	Team Exercise	Team exercise: prepare a content marketing strategy	Panos Alefragis
Friday 25, Oct 2019	20:00 (2h)	6th Auditorium	Presentation	Team exercise: 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 30, Oct 2019	18:00 (4h)	6th Auditorium	Lecture	On-site search engine optimization factors (S.E.O.)	George Arapogiannis
Thursday 31, Oct 2019	18:00 (2h)	6th Auditorium	Lecture	Off-site search engine optimization tactics (S.E.O.) for backlinks	George Arapogiannis
Thursday 31, Oct 2019	20:00 (1h)	6th Auditorium	Team Exercise	Live tutorial: SEO site checkup, Screaming Frog, Uber Suggest, Google Search console	George Arapogiannis
Thursday 31, Oct 2019	21:00 (1h)	6th 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 01, Nov 2019	18:00 (2h)	6th Auditorium	Team Exercise	Team exercise: check S.E.O. on a web site and generate a report	George Arapogiannis
Friday 01, Nov 2019	20:00 (2h)	6th Auditorium	Presentation	Team exercise: 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 06, Nov 2019	18:00 (1h)	6th Auditorium	Lecture	Social media accounts setup	Katerina Dimitrakopoulou
Wednesday 06, Nov 2019	19:00 (2h)	6th Auditorium	Lecture	Social media posting	Katerina Dimitrakopoulou
Wednesday 06, Nov 2019	21:00 (1h)	6th Auditorium	Lecture	Social media engagement & contests	Katerina Dimitrakopoulou
Thursday 07, Nov 2019	18:00 (30m)	6th Auditorium	Lecture	Social media live marketing	Katerina Dimitrakopoulou
Thursday 07, Nov 2019	18:30 (30m)	6th Auditorium	Lecture	Social media customer care	Katerina Dimitrakopoulou
Thursday 07, Nov 2019	19:00 (1h)	6th Auditorium	Lecture	Social media crisis management	Katerina Dimitrakopoulou
Thursday 07, Nov 2019	20:00 (30m)	6th Auditorium	Tutorial	Live tutorial: Hootsuite mashup tool	Katerina Dimitrakopoulou
Thursday 07, Nov 2019	20:30 (30m)	6th Auditorium	Tutorial	Live tutorial: Social report mashup tool	Katerina Dimitrakopoulou
Thursday 07, Nov 2019	21:00 (1h)	6th 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 08, Nov 2019	18:00 (2h)	6th Auditorium	Team Exercise	Team exercise: prepare different social media posts for a brand	Katerina Dimitrakopoulou
Friday 08, Nov 2019	20:00 (2h)	6th Auditorium	Team Exercise	Team exercise: 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 13, Nov 2019	18:00 (2h)	6th Auditorium	Lecture	Advertising fundamentals: metrics, KPIs, tags, targeting, bidding, remarketing	Apostolis Aivalis
Wednesday 13, Nov 2019	20:00 (1h)	6th Auditorium	Lecture	Premium display & programmatic advertising fundamentals	Georgia Zacharaki
Wednesday 13, Nov 2019	21:00 (1h)	6th Auditorium	Lecture	Native advertising fundamentals	Georgia Zacharaki
Thursday 14, Nov 2019	18:00 (3h)	6th Auditorium	Tutorial	Live tutorial: Google search advertising	Konstantinos Androutsos
Thursday 14, Nov 2019	21:00 (1h)	6th Auditorium	Hands-on	Hands-on: Setup a Google search advertising campaign	Konstantinos Androutsos
Friday 15, Nov 2019	18:00 (1h)	6th Auditorium	Tutorial	Live tutorial: Google display network (G.D.N.) advertising	Konstantinos Androutsos
Friday 15, Nov 2019	19:00 (1h)	6th Auditorium	Tutorial	Live tutorial: Google Gmail advertising	Konstantinos Androutsos
Friday 15, Nov 2019	20:00 (311h)	6th Auditorium	Tutorial	Live tutorial: YouTube advertising	Konstantinos Androutsos
Friday 15, Nov 2019	21:00 (1h)	6th Auditorium	Hands-on	Hands-on: Setup a Google display advertising campaign	Konstantinos Androutsos
Wednesday 20, Nov 2019	18:00 (4h)	6th Auditorium	Tutorial	Live tutorial: Facebook & Instagram advertising fundamentals	Panagiotis Papachatzis
Thursday 21, Nov 2019	18:00 (2h)	6th Auditorium	Lecture	Live tutorial: Facebook & Instagram advertising fundamentals	Panagiotis Papachatzis
Thursday 21, Nov 2019	20:00 (2h)	6th Auditorium	Hands-on	Hands-on: Setup a Facebook & Instagram advertising campaign	Panagiotis Papachatzis
Friday 22, Nov 2019	18:00 (1h)	6th Auditorium	Tutorial	Live tutorial: LinkedIn advertising fundamentals	Panagiotis Papachatzis
Friday 22, Nov 2019	19:00 (1h)	6th Auditorium	Tutorial	Live tutorial: Twitter advertising fundamentals	Panagiotis Papachatzis
Friday 22, Nov 2019	19:00 (30m)	6th Auditorium	Tutorial	Live tutorial: Snapchat advertising fundamentals	Panagiotis Papachatzis
Friday 22, Nov 2019	21:00 (30m)	6th Auditorium	Lecture	Live tutorial: Pinterest advertising fundamentals	Panagiotis Papachatzis
Friday 22, Nov 2019	21:30 (30m)	6th Auditorium	Lecture	Live tutorial: Quora advertising fundamentals	Panagiotis Papachatzis
Wednesday 27, Nov 2019	18:00 (2h)	6th Auditorium	Lecture	Affiliate advertising fundamentals	Alexandra Karasaridou

Date	Time	Location	Type	Lesson	Instructor
Wednesday 27, Nov 2019	19:30 (30m)	6th Auditorium	Tutorial	Live tutorial: Reddit advertising fundamentals	Panagiotis Papachatzis
Wednesday 27, Nov 2019	20:00 (1h)	6th Auditorium	Lecture	Digital & social media advertising strategy, budget & media plan	Panagiotis Papachatzis
Wednesday 27, Nov 2019	21:00 (1h)	6th 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
Wednesday 04, Dec 2019	18:00 (2h)	6th Auditorium	Team Exercise	Team exercise: plan an advertising campaign for a marketing objective	Panagiotis Papachatzis
Wednesday 04, Dec 2019	20:00 (2h)	6th Auditorium	Presentation	Team exercise: 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
Thursday 05, Dec 2019	18:00 (71h)	6th Auditorium	Lecture	Influencer & brand ambassadors marketing	Dominikos Pritis
Thursday 05, Dec 2019	19:00 (1h)	6th Auditorium	Tutorial	Susurrus.io influencer management tool	Dominikos Pritis

Public Relations & Reputation Management

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

Date	Time	Location	Type	Lesson	Instructor
Thursday 05, Dec 2019	20:00 (1h)	6th Auditorium	Lecture	Public relations online, tools, tactics, monitoring	Omiros Tsapalos
Thursday 05, Dec 2019	21:00 (1h)	6th Auditorium	Lecture	Reputation & crisis management online with astroturfing	Omiros Tsapalos

E-mail Marketing

How to use e-mail campaigns & platforms to support your operation & communication

Date	Time	Location	Type	Lesson	Instructor
Friday 06, Dec 2019	18:00 (1h)	6th Auditorium	Lecture	?-mail campaigns & newsletters fundamentals & tactics	Lazaros Tzanetos
Friday 06, Dec 2019	19:00 (1h)	6th Auditorium	Tutorial	Live tutorial: Mailchimp e-mail newsletter platform	Lazaros Tzanetos

Mobile & Messengers Marketing

How to use mobile messages & platforms to support your operation & communication

Date	Time	Location	Type	Lesson	Instructor
Friday 06, Dec 2019	20:00 (1h)	6th Auditorium	Tutorial	Mobile messaging best practices, case studies (SMS, Viber, Whatapp)	Lazaros Tzanetos
Friday 06, Dec 2019	21:00 (1h)	6th Auditorium	Lecture	Live tutorial: Apifon SMS & Viber messaging platform	Lazaros Tzanetos

Monitoring

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

Date	Time	Location	Type	Lesson	Instructor
Wednesday 11, Dec 2019	18:00 (3h)	6th Auditorium	Tutorial	Google analytics fundamentals, case studies	Sotiris Pantazis
Wednesday 11, Dec 2019	21:00 (1h)	6th Auditorium	Tutorial	Facebook insights & analytics	Sotiris Pantazis

Reporting

How to generate reports & pivot your strategy for better KPIs

Date	Time	Location	Type	Lesson	Instructor
Thursday 12, Dec 2019	18:00 (1h)	6th Auditorium	Tutorial	Live tutorial: Reporting with Google Data Studio	Alexandra Karasaridou
Thursday 12, Dec 2019	19:00 (30m)	6th Auditorium	Tutorial	Live tutorial: Reporting with Google Analytics custom dashboards	Alexandra Karasaridou
Thursday 12, Dec 2019	19:30 (30m)	6th Auditorium	Tutorial	Live tutorial: Reporting with Hootsuite	Alexandra Karasaridou

Date	Time	Location	Type	Lesson	Instructor
Thursday 12, Dec 2019	20:00 (1h)	6th Auditorium	Lecture	Live tutorial: Reporting with Report Garden	Alexandra Karasaridou
Thursday 12, Dec 2019	21:00 (1h)	6th 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
Friday 13, Dec 2019	18:00 (2h)	6th Auditorium	Team Exercise	Team exercise: generate a digital & social media report	Alexandra Karasaridou
Friday 13, Dec 2019	20:00 (2h)	6th Auditorium	Presentation	Team exercise: 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
Wednesday 18, Dec 2019	18:00 (2h)	6th 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
Wednesday 18, Dec 2019	20:00 (1h)	6th Auditorium	Lecture	Performance marketing methodology & mindset to generate sales & revenue	Apostolis Aivalis
Wednesday 18, Dec 2019	21:00 (1h)	6th Auditorium	Lecture	Funnel optimization for better conversions and R.O.A.S.	Apostolis Aivalis

Digital & Social Media Strategy & Budget

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

Date	Time	Location	Type	Lesson	Instructor
Thursday 19, Dec 2019	18:00 (3h)	6th Auditorium	Lecture	Digital & social media strategy, plan & budget	Apostolis Aivalis
Thursday 19, Dec 2019	21:00 (1h)	6th Auditorium	Team Exercise	Team exercise: digital roles & team	Apostolis Aivalis

Digital & Social Media 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 21, Dec 2019	10:00 (6h)	Faculty Lounge	Team Exercise	Team exercise: present your digital & social media strategy	Apostolis Aivalis
Saturday 21, Dec 2019	16:00 (2h)	6th Auditorium	Lecture	Team exercise: draft a complete digital & social media strategy	Apostolis Aivalis

Digital & Social Media Marketing 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 08, Jan 2020	18:00 (1h)	6th Auditorium	Lecture	Finding a digital & social media marketing job	Ilias Pantelopoulos
Wednesday 08, Jan 2020	19:00 (1h)	6th Auditorium	Lecture	Working with digital & social media marketing agencies	Ilias Pantelopoulos
Wednesday 08, Jan 2020	20:00 (1h)	6th Auditorium	Lecture	Running a digital & social media marketing agency (strategy & services)	Apostolis Aivalis
Wednesday 08, Jan 2020	21:00 (1h)	6th Auditorium	Lecture	Course summary & epilogue	Apostolis Aivalis

Digital & Social Media Exams & Graduation

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

Date	Time	Location	Type	Lesson	Instructor
Friday 10, Jan 2020	18:30 (2h)	6th Auditorium	Final Exam	Final exams	Apostolis Aivalis
Friday 10, Jan 2020	20:30 (2h)	Students Lounge	Networking event	Graduation ceremony	Apostolis Aivalis