








# Professional Diploma in Digital & Social Media, Athens, Oct 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 09 Oct 2019	17:00 (1h)	Faculty Lounge	Networking	Students welcome and registration	Tolis Aivalis
 Wednesday 09 Oct 2019	18:00 (1h)	6th Auditorium	Lecture	Course overview	Tolis Aivalis

## Marketing & Digital Marketing fundamentals



Date	Time	Location	Type	Lesson	Instructor
 Wednesday 09 Oct 2019	19:00 (1h)	6th Auditorium	Lecture	The digital marketing fundamentals	Tolis Aivalis
 Wednesday 09 Oct 2019	20:00 (1h)	6th Auditorium	Lecture	The marketing mix	Tolis Aivalis
 Wednesday 09 Oct 2019	21:00 (1h)	6th Auditorium	Lecture	The customer, the journey, the funnel	Tolis Aivalis

## Working with website developers

Learn how to create and use websites that generate results







Date	Time	Location	Type	Lesson	Instructor
 Thursday 10 Oct 2019	18:00 (30m)	6th Auditorium	Lecture	E-shop conversion rate optimization	Yannis Elpidis
 Thursday 10 Oct 2019	18:30 (30m)	6th Auditorium	Lecture	Website design & development preparation	Yannis Elpidis
 Thursday 10 Oct 2019	19:00 (1h)	6th Auditorium	Lecture	Website design & development process	Yannis Elpidis
 Thursday 10 Oct 2019	20:00 (1h)	6th Auditorium	Lecture	Website landing pages conversion rate optimization	Yannis Elpidis

## Digital marketing legal issues

Date	Time	Location	Type	Lesson	Instructor
 Thursday 10 Oct 2019	21:00 (1h)	6th Auditorium	Lecture	How to prepare data, cookies privacy and terms, conditions for your websites	Elena Spiropoulou
 Wednesday 23 Oct 2019	18:00 (1h)	6th 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 16 Oct 2019	18:00 (1h)	6th Auditorium	Platform demonstration	Facebook page & community building	Dimitris Dimitriadis
 Thursday 17 Oct 2019	21:00 (1h)	6th Auditorium	Platform demonstration	LinkedIn page & community building	Ethel Agelatou
 Friday 18 Oct 2019	19:00 (1h)	6th Auditorium	Platform demonstration	YouTube channel & community building	Dimitris Dimitriadis
 Friday 18 Oct 2019	20:00 (30m)	6th Auditorium	Platform demonstration	Google my business account & community building	Dimitris Dimitriadis
 Friday 18 Oct 2019	20:30 (30m)	6th Auditorium	Platform demonstration	Pinterest account & community building	Dimitris Dimitriadis
 Friday 18 Oct 2019	21:00 (30m)	6th 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 23 Oct 2019	20:30 (30m)	6th Auditorium	Platform demonstration	How to use Canva.com to design different graphics	Panos Alefragis
 Thursday 24 Oct 2019	19:00 (2h)	6th 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 24 Oct 2019	18:00 (1h)	6th Auditorium	Lecture	Content production	Panos Alefragis

Date	Time	Location	Type	Lesson	Instructor
📅 Thursday 24 Oct 2019	21:00 (1h)	6th 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 25 Oct 2019	18:00 (2h)	Student Lounge	Team exercise	Prepare a content marketing strategy	Panos Alefragis
📅 Friday 25 Oct 2019	20:00 (2h)	6th 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 30 Oct 2019	18:00 (4h)	6th Auditorium	Lecture	The backlinks	George Arapogiannis

## Search engine optimization strategy - content & technical

Date	Time	Location	Type	Lesson	Instructor
📅 Thursday 31 Oct 2019	18:00 (2h)	6th Auditorium	Lecture	The search engine optimization strategy	George Arapogiannis
📅 Thursday 31 Oct 2019	20:00 (1h)	6th Auditorium	Lecture	Onsite/page content optimization	George Arapogiannis
📅 Thursday 31 Oct 2019	21:00 (1h)	6th 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 01 Nov 2019	18:00 (2h)	Faculty Lounge	Team exercise	Check S.E.O. on a website and generate a report	George Arapogiannis
📅 Friday 01 Nov 2019	20:00 (2h)	6th 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 06 Nov 2019	18:00 (1h)	6th Auditorium	Lecture	The social media marketing strategy	Katerina Dimitrakopoulou
📅 Wednesday 06 Nov 2019	19:00 (2h)	6th Auditorium	Lecture	Social media live listening & marketing	Katerina Dimitrakopoulou
📅 Wednesday 06 Nov 2019	21:00 (1h)	6th Auditorium	Lecture	Social media customer care	Katerina Dimitrakopoulou
📅 Thursday 07 Nov 2019	18:00 (30m)	6th Auditorium	Lecture	Social media posting	Katerina Dimitrakopoulou
📅 Thursday 07 Nov 2019	18:30 (30m)	6th Auditorium	Platform demonstration	Hootsuite.com mashup tool	Katerina Dimitrakopoulou
📅 Thursday 07 Nov 2019	19:00 (1h)	6th Auditorium	Lecture	Social media engagement	Katerina Dimitrakopoulou
📅 Thursday 07 Nov 2019	20:00 (30m)	6th Auditorium	Lecture	Social media accounts & followers	Katerina Dimitrakopoulou
📅 Thursday 07 Nov 2019	21:00 (1h)	6th 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 08 Nov 2019	18:00 (2h)	Students Lounge	Team exercise	Prepare different social media posts for a brand	Katerina Dimitrakopoulou

Date	Time	Location	Type	Lesson	Instructor
📅 Friday 08 Nov 2019	20:00 (2h)	6th 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 13 Nov 2019	18:00 (1h)	6th Auditorium	Lecture	Advertising campaigns fundamentals	Tolis Aivalis
📅 Thursday 14 Nov 2019	18:00 (3h)	6th Auditorium	Lecture	Premium display advertising campaigns	Konstantinos Androutsos
📅 Thursday 14 Nov 2019	21:00 (1h)	6th Auditorium	Platform demonstration	Quora advertising campaigns	Konstantinos Androutsos
📅 Friday 15 Nov 2019	18:00 (1h)	6th Auditorium	Lecture	Affiliate advertising campaigns (marketing)	Konstantinos Androutsos
📅 Friday 15 Nov 2019	21:00 (1h)	6th Auditorium	Platform demonstration	LinkedIn advertising campaigns	Konstantinos Androutsos
📅 Wednesday 20 Nov 2019	18:00 (4h)	6th Auditorium	Platform demonstration	Facebook & Instagram advertising audiences	Panagiotis Papachatzis
📅 Thursday 21 Nov 2019	18:00 (2h)	6th Auditorium	Platform demonstration	Facebook & Instagram advertising tags & events	Panagiotis Papachatzis
📅 Thursday 21 Nov 2019	20:00 (2h)	6th Auditorium	Platform demonstration	Facebook & Instagram awareness advertising campaigns	Panagiotis Papachatzis
📅 Wednesday 27 Nov 2019	21:00 (1h)	6th 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
📅 Wednesday 04 Dec 2019	18:00 (2h)	Faculty Lounge	Team exercise	Plan an advertising campaign for a marketing objective	Panagiotis Papachatzis
📅 Wednesday 04 Dec 2019	20:00 (2h)	6th 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
 Thursday 05 Dec 2019	18:00 (1h)	6th Auditorium	Lecture	The influencer marketing strategy	Dominikos Pritis

## Email & mobile marketing strategy



Date	Time	Location	Type	Lesson	Instructor
 Friday 06 Dec 2019	18:00 (1h)	6th Auditorium	Lecture	Data & marketing automation	Lazaros Tzanetos
 Friday 06 Dec 2019	19:00 (30m)	6th Auditorium	Lecture	E-mail marketing strategy	Lazaros Tzanetos
 Friday 06 Dec 2019	19:30 (30m)	6th Auditorium	Lecture	Mobile marketing strategy (SMS, Viber)	Lazaros Tzanetos
 Friday 06 Dec 2019	20:00 (30m)	6th 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
 Friday 06 Dec 2019	21:30 (30m)	6th Auditorium	Platform demonstration	How to use Chatfuel.com chatbot platform	Lazaros Tzanetos

## Monitoring with Google Analytics 4

Date	Time	Location	Type	Lesson	Instructor
 Wednesday 11 Dec 2019	18:00 (3h)	6th Auditorium	Platform demonstration	Google Analytics 4 to monitor conversions and your funnel	Konstantinos Androutsos
 Wednesday 11 Dec 2019	21:00 (1h)	6th Auditorium	Platform demonstration	Google Analytics 4 to monitor your retention	Tolis Aivalis



## Reporting digital marketing - metrics

Learn how to focus on important results and generate reports

Date	Time	Location	Type	Lesson	Instructor
 Thursday 12 Dec 2019	18:00 (1h)	6th Auditorium	Platform demonstration	Google Looker Studio reporting tool	Alexandra Karasaridou
 Thursday 12 Dec 2019	21:00 (1h)	6th 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
 Friday 13 Dec 2019	18:00 (2h)	Faculty Lounge	Team exercise	Generate a digital and social media report for social media marketing and advertising campaigns results	Alexandra Karasaridou
 Friday 13 Dec 2019	20:00 (2h)	6th 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 21 Dec 2019	10:00 (6h)	Faculty Lounge	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 08 Jan 2020	18:00 (1h)	6th Auditorium	Lecture	Digital marketing services & how to start a business/agency	Ilias Pantelopoulos
 Wednesday 08 Jan 2020	20:00 (1h)	6th Auditorium	Lecture	Digital marketing professionals & how to get a job	Tolis Aivalis

## Course summary & epilogue

Date	Time	Location	Type	Lesson	Instructor
 Wednesday 08 Jan 2020	21:00 (1h)	6th 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 10 Jan 2020	18:30 (2h)	6th Auditorium	Exam	Final exams	Tolis Aivalis
 Friday 10 Jan 2020	20:30 (2h)	Students Lounge	Networking	Graduation ceremony	Tolis Aivalis