

Professional Diploma in Digital & Social Media, UNILEVER, 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 |

Social media platforms

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

| Date | Time | Location | Type | Lesson | Instructor |
|------------------------|----------|----------|------------------------|------------------------------------|----------------------|
| 📅 Thursday 01 Jan 1970 | 02:00 () | | Platform demonstration | Facebook page & community building | Dimitris Dimitriadis |

Digital marketing legal issues

| Date | Time | Location | Type | Lesson | Instructor |
|------------------------|------------|----------|---------|--|-------------------|
| 📅 Thursday 11 Apr 2019 | 12:29 (1h) | | Lecture | How to prepare data, cookies privacy and terms, conditions for your websites | 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 |
|------------------------|------------|----------|---------|---------------|---------------------|
| 📅 Thursday 16 May 2019 | 12:29 (0m) | | Lecture | The backlinks | George Arapogiannis |

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 18 Jul 2019 | 12:29 (0m) | | Lecture | Content distribution | Panos Alefragis |

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 24 Jul 2019 | 12:29 (0m) | | Lecture | The social media marketing strategy | 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 |
|------------------------|------------|----------|------------------------|--|-------------------------|
| 📅 Thursday 19 Sep 2019 | 12:29 (0m) | | Platform demonstration | Facebook & Instagram advertising tags & events | Panagiotis Papachatzis |
| 📅 Thursday 17 Oct 2019 | 12:29 (0m) | | Lecture | Premium display advertising campaigns | Konstantinos Androutsos |

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 30 Jan 2020 | 10:00 (1h) | | Lecture | The influencer marketing strategy | Dominikos Pritis |

Email & mobile marketing strategy

| Date | Time | Location | Type | Lesson | Instructor |
|------------------------|-------------|----------------------------|---------|-----------------------------|---------------|
| 📅 Thursday 30 Jan 2020 | 14:00 (1h) | No Location info available | Lecture | Data & marketing automation | Tolis Aivalis |
| 📅 Thursday 30 Jan 2020 | 15:00 (30m) | | Lecture | E-mail marketing strategy | Tolis Aivalis |

| Date | Time | Location | Type | Lesson | Instructor |
|------------------------|-------------|----------|------------------------|---|---------------|
| 📅 Thursday 30 Jan 2020 | 15:30 (30m) | | Lecture | Mobile marketing strategy (SMS, Viber) | Tolis Aivalis |
| 📅 Thursday 30 Jan 2020 | 16:00 (30m) | | Platform demonstration | Mailchimp.com e-mail marketing platform | Tolis Aivalis |

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 30 Jan 2020 | 17:30 (30m) | | Platform demonstration | How to use Chatfuel.com chatbot platform | Tolis Aivalis |

Monitoring with Google Analytics 4

| Date | Time | Location | Type | Lesson | Instructor |
|------------------------|------------|----------------------------|------------------------|---|----------------|
| 📅 Thursday 06 Feb 2020 | 13:00 (1h) | No Location info available | Platform demonstration | Google Analytics 4 to monitor your retention | Yannis Elpidis |
| 📅 Thursday 12 Mar 2020 | 10:00 (4h) | No Location info available | Platform demonstration | Google Analytics 4 to monitor conversions and your funnel | Yannis Elpidis |

Reporting digital marketing - metrics

Learn how to focus on important results and generate reports

| Date | Time | Location | Type | Lesson | Instructor |
|----------------------|------------|----------|------------------------|-------------------------------------|-----------------------|
| 📅 Friday 10 Apr 2020 | 12:29 (0m) | | Platform demonstration | Google Looker Studio reporting tool | Alexandra Karasaridou |