








Professional Diploma in Digital & Social Media, Athens, Sep 2018



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 12 Sep 2018	17:00 (1h)	STUDENTS LOUNGE	Networking	Students welcome and registration	Tolis Aivalis
 Wednesday 12 Sep 2018	18:00 (1h)	AUDITORIUM	Lecture	Course overview	Tolis Aivalis

Marketing & Digital Marketing fundamentals



Date	Time	Location	Type	Lesson	Instructor
 Wednesday 12 Sep 2018	19:00 (1h)	AUDITORIUM	Lecture	The digital marketing fundamentals	Tolis Aivalis
 Wednesday 12 Sep 2018	20:00 (1h)	AUDITORIUM	Lecture	The marketing mix	Tolis Aivalis
 Wednesday 12 Sep 2018	21:00 (1h)	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 13 Sep 2018	18:00 (1h)	AUDITORIUM	Lecture	Website landing pages conversion rate optimization	Maria Rerra

Digital marketing legal issues




Date	Time	Location	Type	Lesson	Instructor
 Friday 14 Sep 2018	21:00 (1h)	AUDITORIUM	Lecture	How to prepare data, cookies privacy and terms, conditions for your websites	Elena Spiropoulou
 Wednesday 10 Oct 2018	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 19 Sep 2018	18:00 (4h)	AUDITORIUM	Lecture	The backlinks	Panos Ladas

Search engine optimization strategy - content & technical

Date	Time	Location	Type	Lesson	Instructor
 Thursday 20 Sep 2018	19:00 (2h)	AUDITORIUM	Lecture	The search engine optimization strategy	George Arapogiannis
 Friday 21 Sep 2018	18:00 (2h)	AC 001, 002, 003	Lecture	Onsite/page content optimization	George Arapogiannis
 Friday 21 Sep 2018	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 26 Sep 2018	18:00 (3h)	AUDITORIUM	Platform demonstration	Facebook page & community building	Panagiotis Papachatzis
 Thursday 27 Sep 2018	21:00 (1h)	AUDITORIUM	Platform demonstration	YouTube channel & community building	Panagiotis Papachatzis
 Friday 28 Sep 2018	18:00 (30m)	AUDITORIUM	Platform demonstration	Google my business account & community building	Panagiotis Papachatzis
 Friday 28 Sep 2018	19:00 (30m)	AUDITORIUM	Platform demonstration	Pinterest account & community building	Panagiotis Papachatzis
 Friday 28 Sep 2018	19:30 (30m)	AUDITORIUM	Platform demonstration	LinkedIn personal profile & community building	Panagiotis Papachatzis

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 03 Oct 2018	18:00 (4h)	AUDITORIUM	Lecture	The social media marketing strategy	Katerina Dimitrakopoulou
📅 Thursday 04 Oct 2018	18:00 (1h)	AUDITORIUM	Lecture	Social media posting	Katerina Dimitrakopoulou
📅 Thursday 04 Oct 2018	19:00 (1h)	AUDITORIUM	Platform demonstration	Hootsuite.com mashup tool	Katerina Dimitrakopoulou
📅 Thursday 04 Oct 2018	20:00 (2h)	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 05 Oct 2018	18:00 (2h)	FACULTY LOUNGE	Teams presentations	Present the social media posts	Katerina Dimitrakopoulou
📅 Friday 05 Oct 2018	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 17 Oct 2018	19:00 (1h)	AUDITORIUM	Lecture	Advertising campaigns fundamentals	Tolis Aivalis
 Thursday 18 Oct 2018	18:00 (4h)	AUDITORIUM	Platform demonstration	Facebook & Instagram advertising audiences	Panagiotis Papachatzis
 Friday 19 Oct 2018	18:00 (4h)	AUDITORIUM	Platform demonstration	Facebook & Instagram advertising tags & events	Panagiotis Papachatzis
 Wednesday 24 Oct 2018	18:00 (4h)	AUDITORIUM	Lecture	Premium display advertising campaigns	Yannis Develekos
 Thursday 25 Oct 2018	18:00 (4h)	AUDITORIUM	Lecture	Affiliate advertising campaigns (marketing)	Yannis Develekos


Advertising strategy - workshop

Work in teams, plan a complete advertising strategy and budget including costs and estimated results



Date	Time	Location	Type	Lesson	Instructor
 Friday 02 Nov 2018	18:00 (2h)	FACULTY LOUNGE	Team exercise	Plan an advertising campaign for a marketing objective	Panagiotis Papachatzis
 Friday 02 Nov 2018	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
 Wednesday 07 Nov 2018	18:00 (1h)	AUDITORIUM	Lecture	The influencer marketing strategy	Dominikos Pritis

Email & mobile marketing strategy

Date	Time	Location	Type	Lesson	Instructor
 Wednesday 07 Nov 2018	20:00 (1h)	AUDITORIUM	Lecture	Data & marketing automation	Panagiotis Melissaropoulos
 Wednesday 07 Nov 2018	21:00 (1h)	AUDITORIUM	Lecture	E-mail marketing strategy	Tolis Aivalis

Monitoring with Google Analytics 4

Date	Time	Location	Type	Lesson	Instructor
 Wednesday 14 Nov 2018	18:00 (4h)	AUDITORIUM	Platform demonstration	Google Analytics 4 to monitor conversions and your funnel	Sotiris Pantazis
 Thursday 15 Nov 2018	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
 Thursday 15 Nov 2018	19:00 (2h)	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
 Friday 16 Nov 2018	18:00 (2h)	AC001/AC002/AC003	Team exercise	Generate a digital and social media report for social media marketing and advertising campaigns results	Dominikos Pritis
 Friday 16 Nov 2018	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 01 Dec 2018	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 05 Dec 2018	18:00 (1h)	AUDITORIUM	Lecture	Digital marketing services & how to start a business/agency	Ilias Pantelopoulos
 Wednesday 05 Dec 2018	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 05 Dec 2018	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
 Friday 07 Dec 2018	18:30 (2h)	LAB	Exam	Final exams	Tolis Aivalis
 Friday 07 Dec 2018	20:30 (2h)	STUDENTS LOUNGE	Networking	Graduation ceremony	Tolis Aivalis