








# Professional Diploma in Digital & Social Media, Thessaloniki, Apr 2018



## Digital marketing reporting - 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 - Your account access	Tolis Aivalis
 Thursday 01 Jan 1970	02:00 ()		Lecture	Course overview - The optional annual subscription access	Tolis Aivalis
 Thursday 01 Jan 1970	02:00 ()		Lecture	Course overview - Your videos & files access	Tolis Aivalis
 Thursday 01 Jan 1970	02:00 ()		Lecture	Course overview - Your syllabus	Tolis Aivalis
 Thursday 01 Jan 1970	02:00 ()		Lecture	Course overview - Your optional exams	Tolis Aivalis
 Thursday 01 Jan 1970	02:00 ()		Lecture	Course overview - Your engagement with Knowcrunch	Tolis Aivalis

## Course welcome & overview

Date	Time	Location	Type	Lesson	Instructor
 Monday 16 Apr 2018	17:00 (1h)	CAFETERIA	Networking	Students welcome and registration	Tolis Aivalis
 Monday 16 Apr 2018	18:00 (1h)	CR 1- ROOM	Lecture	Course overview	Tolis Aivalis

## Marketing & digital marketing fundamentals



Date	Time	Location	Type	Lesson	Instructor
 Monday 16 Apr 2018	19:00 (1h)	CR 1- ROOM	Lecture	The customer, the journey & the funnel	Dimitris Dimitriadis
 Monday 16 Apr 2018	20:00 (1h)	CR 1- ROOM	Lecture	Digital marketing tactics overview	Tolis Aivalis
 Monday 16 Apr 2018	21:00 (1h)	CR 1- ROOM	Lecture	Marketing mix overview	Tolis Aivalis

## Working with website developers

Learn how to create and use websites that generate results

Date	Time	Location	Type	Lesson	Instructor
 Tuesday 17 Apr 2018	18:00 (1h)	CR 1- ROOM	Lecture	Website landing pages conversion rate optimization	Yannis Elpidis

## Digital marketing legal issues




Date	Time	Location	Type	Lesson	Instructor
 Tuesday 24 Apr 2018	20:00 (2h)	CR 1- ROOM	Lecture	How to prepare data, cookies privacy and terms, conditions for your websites	Nikos Siamakis
 Monday 07 May 2018	18:00 (1h)	CR- 1	Lecture	How to protect your copyright and respect copyright of others	Nikos Siamakis

## SEO & GEO strategy - backlinks

Learn how to generate links to your website or pages for amazing search results






Date	Time	Location	Type	Lesson	Instructor
 Wednesday 25 Apr 2018	18:00 (4h)	CR 1 - ROOM	Lecture	The backlinks	Yannis Elpidis

## Search engine & AI optimization strategy - content & technical

Date	Time	Location	Type	Lesson	Instructor
 Monday 30 Apr 2018	19:00 (2h)	CR-1 ROOM	Lecture	The search engine optimization strategy	Yannis Elpidis
 Wednesday 02 May 2018	18:00 (2h)	CR 1- ROOM	Lecture	Onsite/page content optimization	Yannis Elpidis
 Wednesday 02 May 2018	20:00 (2h)	CR 1- ROOM	Lecture	Onsite/page technical optimization	Yannis Elpidis





## Social media platforms

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

Date	Time	Location	Type	Lesson	Instructor
 Monday 14 May 2018	18:00 (3h)	CR 1- ROOM	Platform demonstration	Facebook page & community building	Dimitris Dimitriadis
 Tuesday 15 May 2018	19:00 (1h)	CR 1 - ROOM	Platform demonstration	YouTube channel & community building	Dimitris Dimitriadis
 Wednesday 16 May 2018	18:00 (30m)	CR 1- ROOM	Platform demonstration	Google Business Profile & community building	Dimitris Dimitriadis
 Wednesday 16 May 2018	19:00 (30m)	CR 1- ROOM	Platform demonstration	Pinterest account & community building	Dimitris Dimitriadis
 Wednesday 16 May 2018	19:30 (30m)	CR 1- ROOM	Platform demonstration	LinkedIn personal profile & community building	Dimitris Dimitriadis



## Social media marketing strategy

Learn how to build, engage and manage social media communities in different social networks



Date	Time	Location	Type	Lesson	Instructor
 Monday 21 May 2018	18:00 (4h)	CR 1- ROOM	Lecture	The social media marketing strategy	Katerina Dimitrakopoulou
 Tuesday 22 May 2018	18:00 (30m)	CR 1- ROOM	Lecture	Social media posting	Katerina Dimitrakopoulou
 Tuesday 22 May 2018	19:00 (1h)	CR 1- ROOM	Platform demonstration	Hootsuite.com mashup tool	Katerina Dimitrakopoulou
 Tuesday 22 May 2018	20:00 (2h)	CR 1- ROOM	Lecture	Social media accounts & followers	Yannis Elpidis

## Social media marketing strategy - workshop

Work in teams, prepare complete social media posts for different marketing objectives





Date	Time	Location	Type	Lesson	Instructor
 Tuesday 29 May 2018	18:00 (2h)	CR 1- ROOM	Teams presentations	Present the social media posts	Dimitris Dimitriadis
 Tuesday 29 May 2018	20:00 (2h)	CR 1- ROOM	Team exercise	Prepare different social media posts for a brand	Dimitris Dimitriadis

## Email & mobile marketing strategy

Date	Time	Location	Type	Lesson	Instructor
 Tuesday 05 Jun 2018	18:00 (2h)	CR 1- ROOM	Lecture	Data & marketing automation	Leonidas Skerletopoulos
 Tuesday 05 Jun 2018	21:00 (1h)	CR 1- ROOM	Lecture	E-mail marketing campaigns	Leonidas Skerletopoulos



## 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
 Tuesday 12 Jun 2018	18:00 (4h)	VELLIDIO, OLYMPIAS HALL	Platform demonstration	Meta advertising audiences	Dimitris Dimitriadis
 Wednesday 13 Jun 2018	18:00 (4h)	N. GERMANOS, HALL C	Platform demonstration	Meta advertising tags & events	Dimitris Dimitriadis
 Monday 18 Jun 2018	18:00 (4h)	VELLIDIO, OLYMPIAS HALL	Lecture	Affiliate advertising campaigns	Angelos Papaioannidis
 Tuesday 19 Jun 2018	18:00 (4h)	VELLIDIO, OLYMPIAS HALL	Lecture	Premium advertising campaigns	Angelos Papaioannidis

## Advertising strategy & media plan - workshop

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


Date	Time	Location	Type	Lesson	Instructor
 Tuesday 26 Jun 2018	18:00 (2h)	CONCERT HALL, CR1 ROOM	Team exercise	Plan an advertising campaign for a marketing objective	Tolis Aivalis
 Tuesday 26 Jun 2018	20:00 (2h)	CONCERT HALL, CR1 ROOM	Teams presentations	Present your digital media plan	Tolis Aivalis

## Monitoring with Google Analytics 4

Date	Time	Location	Type	Lesson	Instructor
 Wednesday 27 Jun 2018	18:00 (4h)	CR 1- ROOM	Platform demonstration	Exploring conversions & funnel	Yannis Elpidis
 Monday 02 Jul 2018	18:00 (1h)	CR 1- ROOM	Platform demonstration	Exploring retention & advertising	Tigran Hakobyan


## Digital marketing reporting

Learn how to focus on important results and generate reports

Date	Time	Location	Type	Lesson	Instructor
 Monday 02 Jul 2018	20:00 (1h)	CR 1- ROOM	Platform demonstration	Google Looker Studio reporting tool	Tigran Hakobyan

## Digital marketing strategy & budget - workshop 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 14 Jul 2018	16:00 (2h)	CR 1- ROOM	Teams presentations	Present your digital marketing strategy	Tolis Aivalis

## Digital marketing career paths & services

Learn how to work in digital marketing positions



Date	Time	Location	Type	Lesson	Instructor
 Monday 16 Jul 2018	18:00 (1h)	CR 1- ROOM	Lecture	Digital marketing services & how to start a business/agency	Tolis Aivalis
 Monday 16 Jul 2018	20:00 (1h)	CR 1- ROOM	Lecture	Digital marketing professionals & how to get a job	Tolis Aivalis

## Course summary & epilogue

Date	Time	Location	Type	Lesson	Instructor
 Monday 16 Jul 2018	21:00 (1h)	CR 1- ROOM	Lecture	Course summary & epilogue	Tolis Aivalis

## Exams & graduation

Participate in online exams to validate your knowledge and graduate

Date	Time	Location	Type	Lesson	Instructor
 Wednesday 18 Jul 2018	18:00 (2h)	CR 1- ROOM	Exam	Final exams	Tolis Aivalis
 Wednesday 18 Jul 2018	20:00 (2h)	CR 1- ROOM	Networking	Graduation ceremony	Tolis Aivalis