









# Professional Diploma in Digital & Social Media, Thessaloniki, Jan 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
 Monday 08 Jan 2018	17:00 (1h)	CAFETERIA	Networking	Students welcome and registration	Tolis Aivalis
 Monday 08 Jan 2018	18:00 (1h)	CR 1- ROOM	Lecture	Course overview	Tolis Aivalis

## Marketing & Digital Marketing fundamentals


Date	Time	Location	Type	Lesson	Instructor
 Monday 08 Jan 2018	19:00 (1h)	CR 1 - ROOM	Lecture	The customer, the journey, the funnel	Dimitris Dimitriadis
 Monday 08 Jan 2018	20:00 (1h)	CR 1 - ROOM	Lecture	The digital marketing fundamentals	Tolis Aivalis
 Monday 08 Jan 2018	21:00 (1h)	CR 1 - ROOM	Lecture	The marketing mix	Tolis Aivalis

## Working with website developers

Learn how to create and use websites that generate results

Date	Time	Location	Type	Lesson	Instructor
 Tuesday 09 Jan 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
 Monday 15 Jan 2018	20:00 (2h)	CR 1- ROOM	Lecture	How to prepare data, cookies privacy and terms, conditions for your websites	Nikos Siamakis

## 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
 Tuesday 16 Jan 2018	18:00 (4h)	CR 1 - ROOM	Lecture	The backlinks	Yannis Elpidis

## Search engine optimization strategy - content & technical

Date	Time	Location	Type	Lesson	Instructor
 Wednesday 17 Jan 2018	19:00 (2h)	CR 1 - ROOM	Lecture	The search engine optimization strategy	Yannis Elpidis
 Monday 22 Jan 2018	18:00 (2h)	CR 1 - ROOM	Lecture	Onsite/page content optimization	Yannis Elpidis
 Monday 22 Jan 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 29 Jan 2018	18:00 (2h)	CR 1 - ROOM	Platform demonstration	Facebook page & community building	Dimitris Dimitriadis
 Tuesday 30 Jan 2018	18:00 (1h)	CR 1- ROOM	Platform demonstration	YouTube channel & community building	Dimitris Dimitriadis
 Wednesday 31 Jan 2018	18:00 (30m)	CR 1 - ROOM	Platform demonstration	Google my business account & community building	Dimitris Dimitriadis
 Wednesday 31 Jan 2018	19:00 (120.5h)	CR 1- ROOM	Platform demonstration	Pinterest account & community building	Dimitris Dimitriadis
 Wednesday 31 Jan 2018	19:30 (30m)	CR-1 ROOM	Platform demonstration	LinkedIn personal profile & community building	Dimitris Dimitriadis



## 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
 Monday 05 Feb 2018	18:00 (4h)	CR 1- ROOM	Lecture	The social media marketing strategy	Katerina Dimitrakopoulou
 Tuesday 06 Feb 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
 Monday 12 Feb 2018	18:00 (2h)	CR 1- ROOM	Teams presentations	Present the social media posts	Tolis Aivalis
 Monday 12 Feb 2018	20:00 (2h)	CR 1- ROOM	Team exercise	Prepare different social media posts for a brand	Tolis Aivalis




## Email & mobile marketing strategy

Date	Time	Location	Type	Lesson	Instructor
 Wednesday 14 Feb 2018	18:00 (2h)	CR 1- ROOM	Lecture	Data & marketing automation	Yannis Elpidis
 Wednesday 14 Feb 2018	21:00 (1h)	CR 1- ROOM	Lecture	E-mail marketing strategy	Yannis Elpidis

## 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
 Monday 26 Feb 2018	18:00 (4h)	CR 1 - ROOM	Lecture	Premium display advertising campaigns	Angelos Papaioannidis



Date	Time	Location	Type	Lesson	Instructor
 Tuesday 27 Feb 2018	18:00 (4h)	CR 1 - ROOM	Lecture	Affiliate advertising campaigns (marketing)	Angelos Papaioannidis
 Wednesday 28 Feb 2018	18:00 (4h)	CR 1- ROOM	Platform demonstration	Facebook & Instagram advertising audiences	Dimitris Dimitriadis
 Monday 05 Mar 2018	18:00 (4h)	CR 1- ROOM	Platform demonstration	Facebook & Instagram advertising tags & events	Dimitris Dimitriadis

## Advertising strategy - workshop

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


Date	Time	Location	Type	Lesson	Instructor
 Tuesday 13 Mar 2018	18:00 (2h)	CR 1- ROOM	Team exercise	Plan an advertising campaign for a marketing objective	Tolis Aivalis
 Tuesday 13 Mar 2018	20:00 (2h)	CR 1- ROOM	Teams presentations	Present your digital media plan	Tolis Aivalis

## Monitoring with Google Analytics 4

Date	Time	Location	Type	Lesson	Instructor
 Wednesday 14 Mar 2018	18:00 (4h)	CR 1 - ROOM	Platform demonstration	Google Analytics 4 to monitor conversions and your funnel	Yannis Elpidis
 Monday 19 Mar 2018	18:00 (1h)	CR 1- ROOM	Platform demonstration	Google Analytics 4 to monitor your retention	Tigran Hakobyan


## Reporting digital marketing - metrics

Learn how to focus on important results and generate reports

Date	Time	Location	Type	Lesson	Instructor
 Monday 19 Mar 2018	20:00 (1h)	CR 1- ROOM	Platform demonstration	Google Looker Studio reporting tool	Dimitris Dimitriadis

## 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 31 Mar 2018	16:00 (2h)	READING ROOM	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
 Monday 02 Apr 2018	18:00 (1h)	CR 1 - ROOM	Lecture	Digital marketing services & how to start a business/agency	Tolis Aivalis
 Monday 02 Apr 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 02 Apr 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
 Tuesday 03 Apr 2018	18:00 (2h)	CR 1- ROOM	Exam	Final exams	Tolis Aivalis
 Tuesday 03 Apr 2018	20:00 (2h)	READING ROOM	Networking	Graduation ceremony	Tolis Aivalis