Professional Diploma in Digital & Social Media, Thessaloniki, Jan 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
Monday 14 Jan 2019	17:00 (1h)	CAFETERIA	Networking	Students welcome and registration	Tolis Aivalis
Monday 14 Jan 2019	18:00 (1h)	CR 1- ROOM	Lecture	Course overview	Tolis Aivalis

Marketing & digital marketing fundamentals

Date	Time	Location	Type	Lesson	Instructor
Monday 14 Jan 2019	19:00 (1h)	CR 1- ROOM	Lecture	The customer, the journey, the funnel	Tolis Aivalis
Monday 14 Jan 2019	20:00 (1h)	CR 1- ROOM	Lecture	The digital marketing fundamentals	Tolis Aivalis
Monday 14 Jan 2019	21:00 (1h)	CR 1- ROOM	Lecture	The marketing mix	Tolis Aivalis

Websites

Learn how to create and use websites that generate results

Date	Time	Location	Type	Lesson	Instructor
Tuesday 15 Jan 2019	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
Wednesday 16 Jan 2019	21:00 (1h)	CR 1- ROOM	Lecture	How to prepare data, cookies privacy and terms, conditions for your websites	Nikos Siamakis
Monday 04 Feb 2019	18:00 (1h)	CR 1- ROOM	Lecture	How to protect your copyright and respect copyright of others	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
☐ Monday 21 Jan 2019	18:00 (4h)	CR 1- ROOM	Lecture	The backlinks	Yannis Elpidis

Search engine optimization strategy - content & technical

Date	Time	Location	Type	Lesson	Instructor
☐ Tuesday 22 Jan 2019	19:00 (2h)	CR 1- ROOM	Lecture	The search engine optimization strategy	George Arapogiannis
☐ Wednesday 23 Jan 2019	18:00 (2h)	CR 1- ROOM	Lecture	Onsite/page content optimization	George Arapogiannis
☐ Wednesday 23 Jan 2019	20:00 (2h)	CR 1- ROOM	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
☐ Monday 28 Jan 2019	18:00 (3h)	CR 1- ROOM	Platform demonstration	Facebook page & community building	Dimitris Dimitriadis
☐ Wednesday 30 Jan 2019	18:00 (1h)	CR 1- ROOM	Platform demonstration	YouTube channel & community building	Dimitris Dimitriadis
☐ Wednesday 30 Jan 2019	19:00 (30m)	CR 1- ROOM	Platform demonstration	Google my business account & community building	Dimitris Dimitriadis
☐ Wednesday 30 Jan 2019	20:00 (30m)	CR 1- ROOM	Platform demonstration	LinkedIn personal profile & community building	Dimitris Dimitriadis
☐ Wednesday 30 Jan 2019	21:00 (30m)	CR 1- ROOM	Platform demonstration	Pinterest account & 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 11 Feb 2019	18:00 (4h)	CR 1- ROOM	Lecture	The social media marketing strategy	Katerina Dimitrakopoulou
🗓 Tuesday 12 Feb 2019	18:00 (1h)	CR 1- ROOM	Lecture	Social media posting	Katerina Dimitrakopoulou
🗓 Tuesday 12 Feb 2019	19:00 (1h)	CR 1- ROOM	Platform demonstration	Hootsuite.com mashup tool	Katerina Dimitrakopoulou
🗓 Tuesday 12 Feb 2019	20:00 (2h)	CR 1- ROOM	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
🗓 Monday 18 Feb 2019	18:00 (2h)	CR 1- ROOM	Teams presentations	Present the social media posts	Ioannis Ofakoglou
🗓 Monday 18 Feb 2019	20:00 (2h)	CR 1- ROOM	Team exercise	Prepare different social media posts for a brand	Ioannis Ofakoglou

Advertising campaigns & platforms

Learn how to launch, run and optimize campaigns on digital and social channels for different marketing objectives

Date	Time	Location	Type	Lesson	Instructor
☐ Tuesday 19 Feb 2019	19:00 (1h)	CR 1- ROOM	Lecture	Advertising campaigns fundamentals	Tolis Aivalis
☐ Monday 25 Feb 2019	18:00 (4h)	CR 1- ROOM	Platform demonstration	Facebook & Instagram advertising audiences	Panagiotis Papachatzis
☐ Tuesday 26 Feb 2019	18:00 (4h)	CR 1- ROOM	Platform demonstration	Facebook & Instagram advertising tags & events	Panagiotis Papachatzis
☐ Monday 04 Mar 2019	18:00 (4h)	CR 1- ROOM	Lecture	Premium display advertising campaigns	Yannis Develekos
☐ Tuesday 05 Mar 2019	18:00 (4h)	CR 1- ROOM	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
☐ Wednesday 13 Mar 2019	18:00 (2h)	CR 1- ROOM	Team exercise	Plan an advertising campaign for a marketing objective	Panagiotis Papachatzis
☐ Wednesday 13 Mar 2019	20:00 (2h)	CR 1- ROOM	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
☐ Monday 18 Mar 2019	18:00 (1h)	CR 1- ROOM	Lecture	The influencer marketing strategy	Dominikos Pritis

Email & mobile marketing strategy

Date	Time	Location	Type	Lesson	Instructor
📅 Monday 18 Mar 2019	20:00 (1h)	CR 1- ROOM	Lecture	Data & marketing automation	Panagiotis Melissaropoulos
📅 Monday 18 Mar 2019	21:00 (1h)	CR 1- ROOM	Lecture	E-mail marketing strategy	Panagiotis Melissaropoulos

Monitoring with Google Analytics 4

Date	Time	Location	Type	Lesson	Instructor
📅 Wednesday 20 Mar 2019	18:00 (4h)	CR 1- ROOM	Platform demonstration	Google Analytics 4 to monitor conversions and your funnel	Yannis Elpidis
📅 Tuesday 26 Mar 2019	18:00 (1h)	CR 1- ROOM	Platform demonstration	Google Analytics 4 to monitor your retention	Vassilis Gogoglou

Reporting digital marketing - metrics

Learn how to focus on important results and generate reports

Date	Time	Location	Type	Lesson	Instructor
📅 Tuesday 26 Mar 2019	19:00 (1h)	CR 1- ROOM	Platform demonstration	Google Looker Studio reporting tool	Vassilis Gogoglou

Reporting digital marketing - workshop

Work in teams, generate a complete report including important KPIs and metrics

Date	Time	Location	Type	Lesson	Instructor
📅 Monday 01 Apr 2019	18:00 (2h)	CR 1- ROOM	Team exercise	Generate a digital and social media report for social media marketing and advertising campaigns results	Vassilis Gogoglou
📅 Monday 01 Apr 2019	20:00 (2h)	CR 1- ROOM	Teams presentations	Present your digital and social media report	Vassilis Gogoglou

Digital marketing strategy 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 13 Apr 2019	16:00 (2h)	CR 1- 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 15 Apr 2019	18:00 (1h)	CR 1- ROOM	Lecture	Digital marketing services & how to start a business/agency	Ioannis Ofakoglou
📅 Monday 15 Apr 2019	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 15 Apr 2019	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 17 Apr 2019	18:00 (2h)	CR 1- ROOM	Exam	Final exams	Tolis Aivalis
📅 Wednesday 17 Apr 2019	20:00 (2h)	CAFETERIA	Networking	Graduation ceremony	Tolis Aivalis