

Professional Diploma in Digital & Social Media, Thessaloniki

At Music Concert Hall, January 2019

Digital & Social Media Era

Learn how the digital evolution has an impact on communication, marketing and business models

Date	Time	Location	Type	Lesson	Instructor
Monday 14, Jan 2019	17:00 (1h)	CAFETERIA	Networking event	Digital & social media diploma attendants registration	Apostolis Aivalis
Monday 14, Jan 2019	18:00 (1h)	CR 1- ROOM	Lecture	Digital & social media diploma overview	Apostolis Aivalis
Monday 14, Jan 2019	19:00 (1h)	CR 1- ROOM	Lecture	Digital & social media marketing channels & objectives	Apostolis Aivalis
Monday 14, Jan 2019	20:00 (1h)	CR 1- ROOM	Lecture	Digital & social media phenomena (crowdsourcing, viral, long-tail)	Apostolis Aivalis
Monday 14, Jan 2019	21:00 (1h)	CR 1- ROOM	Lecture	Digital & social media consumer (buyer personas, consumer journey & funnel)	Apostolis Aivalis

Web Sites

Learn how to produce and manage successful web sites, blogs, e-shops & portals

Date	Time	Location	Type	Lesson	Instructor
Tuesday 15, Jan 2019	18:00 (1h)	CR 1- ROOM	Lecture	Web sites design & layout fundamentals	Yannis Elpidis
Tuesday 15, Jan 2019	19:00 (2h)	CR 1- ROOM	Lecture	E-shops layout & optimization	Yannis Elpidis
Tuesday 15, Jan 2019	21:00 (1h)	CR 1- ROOM	Lecture	Publishers & blogs layout & optimization	Yannis Elpidis
Wednesday 16, Jan 2019	18:00 (3h)	CR 1- ROOM	Lecture	Web design & development study, process & platforms	Yannis Elpidis
Wednesday 16, Jan 2019	21:00 (1h)	CR 1- ROOM	Lecture	Web sites legal issues (domains, GDPR & privacy, terms & conditions, cookies)	Nikos Siamakis

Search Engine Optimization

How to optimize your web site and mobile app and how to run off-site tactics to achieve amazing search results

Date	Time	Location	Type	Lesson	Instructor
Monday 21, Jan 2019	18:00 (4h)	CR 1- ROOM	Lecture	On-site search engine optimization fundamentals for web sites (S.E.O.)	Yannis Elpidis
Tuesday 22, Jan 2019	18:00 (1h)	CR 1- ROOM	Lecture	App store search optimization fundamentals for mobile apps (A.S.O.)	George Arapogiannis
Tuesday 22, Jan 2019	19:00 (2h)	CR 1- ROOM	Lecture	Off-site search engine optimization tactics for web sites and apps (S.E.O. & A.S.O)	George Arapogiannis
Tuesday 22, Jan 2019	21:00 (1h)	CR 1- ROOM	Lecture	S.E.O. check-up, audit & report	George Arapogiannis
Wednesday 23, Jan 2019	18:00 (2h)	CR 1- ROOM	Presentation	Present the S.E.O. check-up report & proposals	George Arapogiannis
Wednesday 23, Jan 2019	20:00 (2h)	CR 1- ROOM	Team Exercise	Check on-site & off-site S.E.O. factors on a web site and generate a report	George Arapogiannis

Social Media & Social Networks

Overview of important social media & social networks, features, tips, tricks, personal & business use, case studies

Date	Time	Location	Type	Lesson	Instructor
Monday 28, Jan 2019	18:00 (3h)	CR 1- ROOM	Lecture	Facebook	Dimitris Dimitriadis
Monday 28, Jan 2019	21:00 (1h)	CR 1- ROOM	Lecture	YouTube	Dimitris Dimitriadis
Tuesday 29, Jan 2019	18:00 (2h)	CR 1- ROOM	Lecture	LinkedIn	Dimitris Dimitriadis
Tuesday 29, Jan 2019	20:00 (1h)	CR 1- ROOM	Lecture	Instagram	Dimitris Dimitriadis
Tuesday 29, Jan 2019	21:00 (1h)	CR 1- ROOM	Lecture	Twitter	Dimitris Dimitriadis
Wednesday 30, Jan 2019	18:00 (30m)	CR 1- ROOM	Lecture	Google My Business	Dimitris Dimitriadis
Wednesday 30, Jan 2019	18:30 (30m)	CR 1- ROOM	Lecture	Foursquare	Dimitris Dimitriadis
Wednesday 30, Jan 2019	19:00 (30m)	CR 1- ROOM	Lecture	Pinterest	Dimitris Dimitriadis
Wednesday 30, Jan 2019	19:30 (30m)	CR 1- ROOM	Lecture	SnapChat	Dimitris Dimitriadis
Wednesday 30, Jan 2019	20:00 (30m)	CR 1- ROOM	Lecture	Tumblr	Dimitris Dimitriadis
Wednesday 30, Jan 2019	20:30 (30m)	CR 1- ROOM	Lecture	Quora	Dimitris Dimitriadis
Wednesday 30, Jan 2019	21:00 (30m)	CR 1- ROOM	Lecture	Reddit	Dimitris Dimitriadis
Wednesday 30, Jan 2019	21:30 (30m)	CR 1- ROOM	Lecture	SlideShare	Dimitris Dimitriadis

Content Marketing

How to to produce and distribute great content for digital & social media channels in order to generate awareness and conversions

Date	Time	Location	Type	Lesson	Instructor
Monday 04, Feb 2019	18:00 (1h)	CR 1- ROOM	Lecture	Content usage & sharing legal & copyright issues	Nikos Siamakis
Monday 04, Feb 2019	19:00 (3h)	CR 1- ROOM	Lecture	Content marketing strategy & calendar	Stefanos Sklavenitis
Tuesday 05, Feb 2019	18:00 (2h)	CR 1- ROOM	Team Exercise	Prepare a content marketing strategy	Stefanos Sklavenitis
Tuesday 05, Feb 2019	20:00 (2h)	CR 1- ROOM	Presentation	Present your content strategy	Stefanos Sklavenitis

Social Media Marketing

How to build and engage social media communities and how to manage relationships & special cases

Date	Time	Location	Type	Lesson	Instructor
Monday 11, Feb 2019	18:00 (4h)	CR 1- ROOM	Lecture	Social media marketing strategy & calendar	Katerina Dimitrakopoulou
Tuesday 12, Feb 2019	18:00 (1h)	CR 1- ROOM	Lecture	Social media brand building & customer care with case studies	Katerina Dimitrakopoulou
Tuesday 12, Feb 2019	19:00 (1h)	CR 1- ROOM	Lecture	Social media complaints & crisis management with case studies	Katerina Dimitrakopoulou
Tuesday 12, Feb 2019	20:00 (2h)	CR 1- ROOM	Tutorial	Hootsuite social media community building tool	Katerina Dimitrakopoulou
Monday 18, Feb 2019	18:00 (2h)	CR 1- ROOM	Team Exercise	Form a social media marketing strategy for a brand	Betty Kiriakidou
Monday 18, Feb 2019	20:00 (2h)	CR 1- ROOM	Team Exercise	Present the social media marketing strategy	Betty Kiriakidou

Digital & Social Media Advertising Campaigns

How to launch and run campaigns on digital & social channels for different marketing objectives, the cost, metrics, vendors, KPIs

Date	Time	Location	Type	Lesson	Instructor
Tuesday 19, Feb 2019	18:00 (1h)	CR 1- ROOM	Lecture	Target audiences & buyer personas	Apostolis Aivalis
Tuesday 19, Feb 2019	19:00 (1h)	CR 1- ROOM	Lecture	Bidding & optimization, metrics & KPIs, remarketing/retargeting	Apostolis Aivalis
Tuesday 19, Feb 2019	20:00 (1h)	CR 1- ROOM	Lecture	Premium display advertising fundamentals	Georgia Zacharaki
Tuesday 19, Feb 2019	21:00 (1h)	CR 1- ROOM	Lecture	Native advertising fundamentals	Georgia Zacharaki
Monday 25, Feb 2019	18:00 (4h)	CR 1- ROOM	Tutorial	Facebook & Instagram advertising fundamentals	Panagiotis Papachatzis
Tuesday 26, Feb 2019	18:00 (4h)	CR 1- ROOM	Lecture	Facebook & Instagram advertising fundamentals	Panagiotis Papachatzis
Wednesday 27, Feb 2019	18:00 (2h)	CR 1- ROOM	Tutorial	LinkedIn advertising fundamentals	Panagiotis Papachatzis
Wednesday 27, Feb 2019	20:00 (1h)	CR 1- ROOM	Lecture	Twitter advertising fundamentals	Panagiotis Papachatzis
Wednesday 27, Feb 2019	21:00 (30m)	CR 1- ROOM	Lecture	Pinterest advertising fundamentals	Panagiotis Papachatzis
Wednesday 27, Feb 2019	21:30 (30m)	CR 1- ROOM	Lecture	Quora advertising fundamentals	Panagiotis Papachatzis
Monday 04, Mar 2019	18:00 (4h)	CR 1- ROOM	Tutorial	Google advertising fundamentals (search)	Yannis Develekos
Tuesday 05, Mar 2019	18:00 (4h)	CR 1- ROOM	Tutorial	Google advertising fundamentals (display network, YouTube, Gmail)	Yannis Develekos

Date	Time	Location	Type	Lesson	Instructor
Tuesday 12, Mar 2019	18:00 (30m)	CR 1- ROOM	Lecture	Snapchat advertising fundamentals	Panagiotis Papachatzis
Tuesday 12, Mar 2019	18:30 (30m)	CR 1- ROOM	Lecture	Reddit advertising fundamentals	Panagiotis Papachatzis
Tuesday 12, Mar 2019	19:00 (2h)	CR 1- ROOM	Lecture	Affiliate advertising fundamentals for brands, case studies	Alexandra Karasaridou
Tuesday 12, Mar 2019	21:00 (1h)	CR 1- ROOM	Lecture	Digital & social media advertising strategy & media plan	Panagiotis Papachatzis
Wednesday 13, Mar 2019	18:00 (2h)	CR 1- ROOM	Team Exercise	Form an advertising plan & budget for a brand	Panagiotis Papachatzis
Wednesday 13, Mar 2019	20:00 (2h)	CR 1- ROOM	Presentation	Present your advertising plan & budget	Panagiotis Papachatzis

Influencers Marketing

How to use influencers to push your brand on digital & social media, the cost, metrics, tool, KPIs

Date	Time	Location	Type	Lesson	Instructor
Monday 18, Mar 2019	18:00 (1h)	CR 1- ROOM	Lecture	Influencers & brand ambassadors marketing	Dominikos Pritis
Monday 18, Mar 2019	19:00 (1h)	CR 1- ROOM	Tutorial	Susurrus.io influencers management tool	Dominikos Pritis

E-mail Marketing

How to use e-mail campaigns & tools to support your operation & communication, the cost, metrics, vendors, KPIs

Date	Time	Location	Type	Lesson	Instructor
Monday 18, Mar 2019	20:00 (1h)	CR 1- ROOM	Lecture	?-mail campaigns & newsletters fundamentals & tactics	Panagiotis Melissaropoulos
Monday 18, Mar 2019	21:00 (1h)	CR 1- ROOM	Tutorial	Moosend e-mail newsletter platform	Panagiotis Melissaropoulos

Mobile Marketing

How to use mobile messages & tools to support your operation & communication, the cost, metrics, vendors, KPIs

Date	Time	Location	Type	Lesson	Instructor
Tuesday 19, Mar 2019	18:00 (1h)	CR 1- ROOM	Lecture	Mobile SMS & messaging best practices, case studies	Lazaros Tzanetos

Date	Time	Location	Type	Lesson	Instructor
Tuesday 19, Mar 2019	19:00 (1h)	CR 1- ROOM	Tutorial	Mookee SMS & Viber messaging platform	Lazaros Tzanetos

Public Relations & Reputation Management Online

How to use digital & social media channels and tools to generate & manage reputation

Date	Time	Location	Type	Lesson	Instructor
Tuesday 19, Mar 2019	20:00 (1h)	CR 1- ROOM	Lecture	Reputation & crisis management online with astroturfing	Apostolis Aivalis
Tuesday 19, Mar 2019	21:00 (1h)	CR 1- ROOM	Lecture	Public relations online, tools, tactics	Apostolis Aivalis

Digital & Social Media Monitoring & Reporting

How to monitor analytics & insights, measure results, pivot your strategy for better KPIs, generate reports

Date	Time	Location	Type	Lesson	Instructor
Wednesday 20, Mar 2019	18:00 (4h)	CR 1- ROOM	Tutorial	Google analytics fundamentals, case studies	Yannis Elpidis
Tuesday 26, Mar 2019	18:00 (1h)	CR 1- ROOM	Tutorial	Facebook analytics & insights fundamentals	Vassilis Gogoglou
Tuesday 26, Mar 2019	19:00 (2h)	CR 1- ROOM	Tutorial	Web & social media reputation monitoring, case studies	Vassilis Gogoglou
Tuesday 26, Mar 2019	21:00 (1h)	CR 1- ROOM	Lecture	Digital & social media complete report to a client	Vassilis Gogoglou
Monday 01, Apr 2019	18:00 (2h)	CR 1- ROOM	Team Exercise	Generate a digital & social media report	Vassilis Gogoglou
Monday 01, Apr 2019	20:00 (2h)	CR 1- ROOM	Presentation	Present your digital & social media report	Vassilis Gogoglou

Digital & Social Media Tactics & Methodologies

How to apply innovative tactics & methodologies to measure and optimize campaigns, channels, tools & conversions

Date	Time	Location	Type	Lesson	Instructor
Tuesday 02, Apr 2019	18:00 (1h)	CR 1- ROOM	Lecture	Inbound strategy methodology & mindset to generate organic visits	Petros Fotiadis
Tuesday 02, Apr 2019	19:00 (1h)	CR 1- ROOM	Lecture	Growth hacking methodology & mindset to generate traction & growth	Petros Fotiadis

Date	Time	Location	Type	Lesson	Instructor
Tuesday 02, Apr 2019	20:00 (1h)	CR 1- ROOM	Lecture	Performance marketing methodology & mindset to generate conversions, sales & revenue	Apostolis Aivalis
Tuesday 02, Apr 2019	21:00 (1h)	CR 1- ROOM	Lecture	Web & mobile funnel conversion rate optimization & R.O.I. calculation	Petros Fotiadis
Monday 08, Apr 2019	18:00 (2h)	CR 1- ROOM	Team Exercise	Pick the best methodology or tactic to increase R.O.I on a customer funnel	Apostolis Aivalis
Monday 08, Apr 2019	20:00 (2h)	CR 1- ROOM	Team Exercise	Present the methodology & selected channels for R.O.I.	Apostolis Aivalis

Digital & Social Media Strategy & Plan

How to choose digital & social media channels, calculate budget and form a thorough strategy & action plan for your brand

Date	Time	Location	Type	Lesson	Instructor
Tuesday 09, Apr 2019	18:00 (3h)	CR 1- ROOM	Lecture	Digital & social media strategy, plan & budget	Apostolis Aivalis
Tuesday 09, Apr 2019	21:00 (1h)	CR 1- ROOM	Team Exercise	Evaluate roles & assign a digital team	Apostolis Aivalis
Saturday 13, Apr 2019	10:00 (6h)	CR 1- ROOM	Team Exercise	Draft a complete digital & social media strategy & action plan	Apostolis Aivalis
Saturday 13, Apr 2019	16:00 (2h)	CR 1- ROOM	Team Exercise	Present the digital & social media strategy & action plan to clients	Apostolis Aivalis

Digital & Social Media Services

How to get a job, become a digital & social media professional, sell & manage services & customers

Date	Time	Location	Type	Lesson	Instructor
Monday 15, Apr 2019	18:00 (1h)	CR 1- ROOM	Lecture	Digital & social media marketing positions	Apostolis Aivalis
Monday 15, Apr 2019	19:00 (1h)	CR 1- ROOM	Lecture	Digital & social media marketing service providers	Apostolis Aivalis
Monday 15, Apr 2019	20:00 (1h)	CR 1- ROOM	Lecture	Digital & social media marketing agency	Apostolis Aivalis
Monday 15, Apr 2019	21:00 (1h)	CR 1- ROOM	Lecture	Diploma in digital & social media summary & epilogue	Apostolis Aivalis

Digital & Social Media Exams & Graduation

Students participate in online exams to validate their knowledge & understanding and graduate

Date	Time	Location	Type	Lesson	Instructor
Wednesday 17, Apr 2019	18:00 (2h)	CR 1- ROOM	Final Exam	Digital & social media professionals comprehension test	Apostolis Aivalis

Date	Time	Location	Type	Lesson	Instructor
Wednesday 17, Apr 2019	20:00 (2h)	CAFETERIA	Networking event	Digital & social media professionals graduation	Apostolis Aivalis