








Professional Diploma in Digital & Social Media, Thessaloniki, Jan 2020



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 20 Jan 2020 | 17:00 (1h) | Cafeteria | Networking | Students welcome and registration | Tolis Aivalis |
|  Monday 20 Jan 2020 | 18:00 (1h) | CR 1- ROOM | Lecture | Course overview | Tolis Aivalis |

Marketing & digital marketing fundamentals



| Date | Time | Location | Type | Lesson | Instructor |
|--|------------|------------|---------|--|----------------------|
|  Monday 20 Jan 2020 | 19:00 (1h) | CR 1- ROOM | Lecture | The digital marketing fundamentals | Tolis Aivalis |
|  Monday 20 Jan 2020 | 20:00 (1h) | CR 1- ROOM | Lecture | The customer, the journey & the funnel | Stefanos Sklavenitis |
|  Monday 20 Jan 2020 | 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 21 Jan 2020 | 18:00 (30m) | CR 1- ROOM | Lecture | E-shop conversion rate optimization | Yannis Elpidis |
|  Tuesday 21 Jan 2020 | 18:30 (30m) | CR 1- ROOM | Lecture | Website design & development preparation | Yannis Elpidis |
|  Tuesday 21 Jan 2020 | 19:00 (1h) | CR 1- ROOM | Lecture | Website design & development process | Yannis Elpidis |
|  Tuesday 21 Jan 2020 | 20:00 (1h) | CR 1- ROOM | Lecture | Website landing pages conversion rate optimization | Yannis Elpidis |

Digital marketing legal issues

| Date | Time | Location | Type | Lesson | Instructor |
|---|------------|------------|---------|--|----------------|
|  Tuesday 21 Jan 2020 | 21:00 (1h) | CR 1- ROOM | Lecture | How to prepare data, cookies privacy and terms, conditions for your websites | Nikos Siamakis |
|  Monday 03 Feb 2020 | 18:00 (1h) | CR 1- ROOM | Lecture | How to protect your copyright and respect copyright of others | Nikos Siamakis |



Social media platforms

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

| Date | Time | Location | Type | Lesson | Instructor |
|---|-------------|------------|------------------------|--|----------------------|
|  Monday 27 Jan 2020 | 18:00 (1h) | CR 1- ROOM | Platform demonstration | Facebook page & community building | Dimitris Dimitriadis |
|  Tuesday 28 Jan 2020 | 20:00 (2h) | CR 1- ROOM | Platform demonstration | LinkedIn page & community building | Ethel Agelatou |
|  Wednesday 29 Jan 2020 | 19:00 (1h) | CR 1- ROOM | Platform demonstration | YouTube channel & community building | Tolis Aivalis |
|  Wednesday 29 Jan 2020 | 20:00 (30m) | CR 1- ROOM | Platform demonstration | Google Business Profile & community building | Tolis Aivalis |
|  Wednesday 29 Jan 2020 | 20:30 (30m) | CR 1- ROOM | Platform demonstration | Pinterest account & community building | Tolis Aivalis |
|  Wednesday 29 Jan 2020 | 21:00 (30m) | CR 1- ROOM | Platform demonstration | LinkedIn personal profile & community building | Tolis Aivalis |



Content marketing strategy & calendar

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

| Date | Time | Location | Type | Lesson | Instructor |
|---|------------|------------|---------|----------------------|-------------------|
|  Tuesday 04 Feb 2020 | 18:00 (1h) | CR 1- ROOM | Lecture | Content production | Ioannis Ofakoglou |
|  Tuesday 04 Feb 2020 | 21:00 (1h) | CR 1- ROOM | Lecture | Content distribution | Ioannis Ofakoglou |


Content marketing strategy - workshop

Work in teams, prepare a content marketing strategy and produce different types of content




| Date | Time | Location | Type | Lesson | Instructor |
|---|------------|-------------|---------------------|---|-------------------|
|  Wednesday 05 Feb 2020 | 18:00 (2h) | MUSEUM ROOM | Team exercise | Prepare a content marketing strategy | Ioannis Ofakoglou |
|  Wednesday 05 Feb 2020 | 20:00 (2h) | CR 1- ROOM | Teams presentations | Present your content marketing strategy | Ioannis Ofakoglou |

Search engine & AI optimization strategy - backlinks

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

| Date | Time | Location | Type | Lesson | Instructor |
|--|------------|------------|---------|---------------|---------------------|
|  Monday 10 Feb 2020 | 18:00 (4h) | CR 1- ROOM | Lecture | The backlinks | George Arapogiannis |


Search engine & AI optimization strategy - content & technical

| Date | Time | Location | Type | Lesson | Instructor |
|--|------------|------------|---------|---|---------------------|
|  Tuesday 11 Feb 2020 | 18:00 (2h) | CR 1- ROOM | Lecture | The search engine optimization strategy | George Arapogiannis |
|  Tuesday 11 Feb 2020 | 20:00 (1h) | CR 1- ROOM | Lecture | Onsite/page content optimization | George Arapogiannis |
|  Tuesday 11 Feb 2020 | 21:00 (1h) | CR 1- ROOM | Lecture | Onsite/page technical optimization | George Arapogiannis |

Search engine & AI optimization strategy - workshop









Work in teams, check a website for S.E.O. factors and generate a complete report including suggestions

| Date | Time | Location | Type | Lesson | Instructor |
|---|------------|-------------|---------------|---|---------------------|
|  Wednesday 12 Feb 2020 | 18:00 (2h) | MUSEUM ROOM | Team exercise | Check S.E.O. on a website and generate a report | George Arapogiannis |

| Date | Time | Location | Type | Lesson | Instructor |
|---|------------|------------|---------------------|---|---------------------|
|  Wednesday 12 Feb 2020 | 20:00 (2h) | CR 1- ROOM | Teams presentations | Present the S.E.O. report and suggestions | George Arapogiannis |

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 17 Feb 2020 | 18:00 (1h) | CR 1- ROOM | Lecture | The social media marketing strategy | Katerina Dimitrakopoulou |
|  Monday 17 Feb 2020 | 19:00 (2h) | CR 1- ROOM | Lecture | Social media live listening & marketing | Katerina Dimitrakopoulou |
|  Monday 17 Feb 2020 | 21:00 (1h) | CR 1- ROOM | Lecture | Social media customer care | Katerina Dimitrakopoulou |
|  Tuesday 18 Feb 2020 | 18:00 (30m) | CR 1- ROOM | Lecture | Social media posting | Katerina Dimitrakopoulou |
|  Tuesday 18 Feb 2020 | 18:30 (30m) | CR 1- ROOM | Platform demonstration | Hootsuite.com mashup tool | Katerina Dimitrakopoulou |
|  Tuesday 18 Feb 2020 | 19:00 (1h) | CR 1- ROOM | Lecture | Social media engagement | Katerina Dimitrakopoulou |
|  Tuesday 18 Feb 2020 | 20:00 (30m) | CR 1- ROOM | Lecture | Social media accounts & followers | Katerina Dimitrakopoulou |
|  Tuesday 18 Feb 2020 | 21:00 (1h) | CR 1- ROOM | Lecture | Social media crisis management | 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 |
|---|------------|-------------|---------------------|--|--------------------------|
|  Wednesday 19 Feb 2020 | 18:00 (2h) | MUSEUM ROOM | Team exercise | Prepare different social media posts for a brand | Katerina Dimitrakopoulou |
|  Wednesday 19 Feb 2020 | 20:00 (2h) | CR 1- ROOM | Teams presentations | Present the social media posts | 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 |
|---|------------|------------|------------------------|--------------------------------------|------------------------|
|  Monday 24 Feb 2020 | 18:00 (1h) | CR 1- ROOM | Lecture | Advertising accounts fundamentals | Tolis Aivalis |
|  Tuesday 25 Feb 2020 | 18:00 (4h) | CR 1- ROOM | Platform demonstration | Meta advertising audiences | Panagiotis Papachatzis |
|  Wednesday 26 Feb 2020 | 18:00 (2h) | CR 1- ROOM | Platform demonstration | Meta advertising tags & events | Panagiotis Papachatzis |
|  Wednesday 26 Feb 2020 | 20:00 (2h) | CR 1- ROOM | Platform demonstration | Meta awareness advertising campaigns | Panagiotis Papachatzis |
|  Tuesday 03 Mar 2020 | 18:00 (3h) | CR 1- ROOM | Lecture | Premium advertising campaigns | Alex Charalampidis |
|  Wednesday 04 Mar 2020 | 18:00 (1h) | CR 1- ROOM | Lecture | Affiliate advertising campaigns | Alex Charalampidis |
|  Wednesday 04 Mar 2020 | 21:00 (1h) | CR 1- ROOM | Platform demonstration | LinkedIn advertising campaigns | Alex Charalampidis |
|  Tuesday 10 Mar 2020 | 21:00 (1h) | CR 1- ROOM | Platform demonstration | X (Twitter) advertising campaigns | Panagiotis Papachatzis |

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 |
|---|------------|-------------|---------------------|--|------------------------|
|  Wednesday 11 Mar 2020 | 18:00 (2h) | MUSEUM ROOM | Team exercise | Plan an advertising campaign for a marketing objective | Panagiotis Papachatzis |
|  Wednesday 11 Mar 2020 | 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 16 Mar 2020 | 18:00 (1h) | CR 1- ROOM | Lecture | The influencer marketing strategy | Dominikos Pritis |

Email & mobile marketing strategy

| Date | Time | Location | Type | Lesson | Instructor |
|---|-------------|------------|------------------------|---|------------------|
|  Tuesday 17 Mar 2020 | 18:00 (1h) | CR 1- ROOM | Lecture | Data & marketing automation | Lazaros Tzanetos |
|  Tuesday 17 Mar 2020 | 19:00 (30m) | CR 1- ROOM | Lecture | Mobile marketing campaigns (SMS, Viber) | Lazaros Tzanetos |
|  Tuesday 17 Mar 2020 | 19:30 (30m) | CR 1- ROOM | Lecture | E-mail marketing campaigns | Lazaros Tzanetos |
|  Tuesday 17 Mar 2020 | 20:30 (30m) | Auditorium | Platform demonstration | Mailchimp.com marketing platform | Lazaros Tzanetos |

Email & mobile marketing strategy - data automation

Learn how to use e-mail, mobile messages and chatbots to support your operation and communication



| Date | Time | Location | Type | Lesson | Instructor |
|---|-------------|------------|------------------------|--|---------------|
|  Tuesday 17 Mar 2020 | 21:30 (30m) | CR 1- ROOM | Platform demonstration | How to use Chatfuel.com chatbot platform | Tolis Aivalis |

Monitoring with Google Analytics 4

| Date | Time | Location | Type | Lesson | Instructor |
|---|------------|------------|------------------------|-----------------------------------|----------------|
|  Wednesday 18 Mar 2020 | 18:00 (3h) | CR 1- ROOM | Platform demonstration | Exploring conversions & funnel | Yannis Elpidis |
|  Wednesday 18 Mar 2020 | 21:00 (1h) | | Platform demonstration | Exploring retention & advertising | Yannis Elpidis |



Digital marketing reporting

Learn how to focus on important results and generate reports

| Date | Time | Location | Type | Lesson | Instructor |
|--|------------|------------|------------------------|-------------------------------------|-----------------------|
|  Monday 23 Mar 2020 | 18:00 (1h) | CR 1- ROOM | Platform demonstration | Google Looker Studio reporting tool | Alexandra Karasaridou |
|  Monday 23 Mar 2020 | 21:00 (1h) | CR 1- ROOM | Lecture | Digital marketing important metrics | Alexandra Karasaridou |


Reporting digital marketing - workshop

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

| Date | Time | Location | Type | Lesson | Instructor |
|---|------------|-------------|---------------------|---------------------------------------|-----------------------|
|  Tuesday 24 Mar 2020 | 18:00 (2h) | MUSEUM ROOM | Team exercise | Generate a digital marketing report | Alexandra Karasaridou |
|  Tuesday 24 Mar 2020 | 20:00 (2h) | CR 1- ROOM | Teams presentations | Present your digital marketing report | Alexandra Karasaridou |

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 04 Apr 2020 | 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 |
|------|------|----------|------|--------|------------|
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|--|------------|------------|---------|---|----------------------|
|  Monday 06 Apr 2020 | 18:00 (1h) | CR 1- ROOM | Lecture | Digital marketing services & how to start a business/agency | Stefanos Sklavenitis |
|  Monday 06 Apr 2020 | 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 06 Apr 2020 | 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 07 Apr 2020 | 18:00 (2h) | CR 1- ROOM | Exam | Final exams | Tolis Aivalis |
|  Tuesday 07 Apr 2020 | 20:00 (2h) | CAFETERIA | Networking | Graduation ceremony | Tolis Aivalis |