

Professional Diploma in Digital & Social Media, Thessaloniki

Thessaloniki, January 2020

Pre-learning: Digital & Social Media Fundamentals

The digital marketing basics and the impact on communication, marketing and business models

Date	Time	Location	Type	Lesson	Instructor
Monday 20, Jan 2020	17:00 (1h)	Cafeteria	Networking event	Students welcome & registration	Apostolis Aivalis
Monday 20, Jan 2020	18:00 (1h)	CR 1- ROOM	Lecture	Course overview	Apostolis Aivalis
Monday 20, Jan 2020	19:00 (1h)	CR 1- ROOM	Lecture	The crowdsourcing, viral & long-tail phenomena	Apostolis Aivalis
Monday 20, Jan 2020	20:00 (1h)	CR 1- ROOM	Lecture	The digital consumer, his online journey & funnel	Stefanos Sklavenitis
Monday 20, Jan 2020	21:00 (1h)	CR 1- ROOM	Lecture	The marketing objectives & available digital marketing strategies	Apostolis Aivalis

Websites & Landing Pages

How to launch & run successful web sites

Date	Time	Location	Type	Lesson	Instructor
Thursday 10, Jan 2019	18:00 (30m)	CR 1- ROOM	Lecture	Choosing a website content management system (CMS) or platform	Yannis Elpidis
Monday 21, Jan 2019	18:30 (30m)	CR 1- ROOM	Lecture	Live tutorial: WordPress content management system (CMS)	Yannis Elpidis
Monday 21, Jan 2019	19:00 (1h)	CR 1- ROOM	Lecture	Working with website design & development agencies	Yannis Elpidis
Monday 21, Jan 2019	20:00 (1h)	CR 1- ROOM	Lecture	Designing & optimizing landing pages & preparing your UTMs	Yannis Elpidis
Monday 21, Jan 2019	21:00 (1h)	CR 1- ROOM	Lecture	Websites legal (GDPR, domains, data privacy, terms, cookies)	Nikos Siamakis

E-shops

How to launch a successful e-shop & run an e-commerce business

Date	Time	Location	Type	Lesson	Instructor
Tuesday 22, Jan 2019	18:00 (2h)	CR 1- ROOM	Lecture	Designing & optimizing e-shops	Yannis Elpidis
Tuesday 22, Jan 2019	20:00 (30m)	CR 1- ROOM	Lecture	Choosing an e-shop platform	Yannis Elpidis
Tuesday 22, Jan 2019	20:30 (30m)	CR 1- ROOM	Tutorial	Live tutorial: Shopify e-commerce platform	Yannis Elpidis
Tuesday 22, Jan 2019	21:00 (1h)	CR 1- ROOM	Lecture	E-shops legal issues (GDPR, transactions, returns, terms)	Nikos Siamakis

Social Media & Social Networks

How to use the most important social media & social networks, their features, tips & tricks

Date	Time	Location	Type	Lesson	Instructor
Monday 27, Jan 2020	18:00 (1h)	CR 1- ROOM	Tutorial	Live tutorial: Facebook newsfeed, profile & groups	Dimitris Dimitriadis
Monday 27, Jan 2020	21:00 (1h)	CR 1- ROOM	Tutorial	Live tutorial: Facebook pages & posts	Dimitris Dimitriadis
Tuesday 28, Jan 2020	18:00 (1h)	CR 1- ROOM	Tutorial	Live tutorial: Instagram business profile	Dimitris Dimitriadis
Tuesday 28, Jan 2020	19:00 (1h)	CR 1- ROOM	Tutorial	Live tutorial: LinkedIn newsfeed, profile & groups	Ethel Agelatou
Tuesday 28, Jan 2020	20:00 (2h)	CR 1- ROOM	Tutorial	Live tutorial: LinkedIn company pages	Ethel Agelatou
Wednesday 29, Jan 2020	18:00 (1h)	CR 1- ROOM	Tutorial	Live tutorial: Twitter account	Dimitris Dimitriadis
Wednesday 29, Jan 2020	19:00 (1h)	CR 1- ROOM	Tutorial	Live tutorial: YouTube channel	Dimitris Dimitriadis
Wednesday 29, Jan 2020	20:00 (30m)	CR 1- ROOM	Lecture	Google My Business location	Dimitris Dimitriadis
Wednesday 29, Jan 2020	20:30 (30m)	CR 1- ROOM	Lecture	Pinterest business account, boards & pins	Dimitris Dimitriadis
Wednesday 29, Jan 2020	21:00 (30m)	CR 1- ROOM	Lecture	SnapChat messenger & stories	Dimitris Dimitriadis
Wednesday 29, Jan 2020	21:30 (30m)	CR 1- ROOM	Lecture	Quora questions & answers	Dimitris Dimitriadis

Content Marketing

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

Date	Time	Location	Type	Lesson	Instructor
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Monday 03, Feb 2020	18:00 (1h)	CR 1- ROOM	Lecture	Content legal & copyright issues	Nikos Siamakis
Monday 03, Feb 2020	19:00 (30m)	CR 1- ROOM	Presentation	Producing videos	Ioannis Ofakoglou
Monday 03, Feb 2020	19:30 (30m)	CR 1- ROOM	Tutorial	Live tutorial: Lumen5 video production tool	Ioannis Ofakoglou
Monday 03, Feb 2020	20:00 (30m)	CR 1- ROOM	Lecture	Designing graphics	Ioannis Ofakoglou
Monday 03, Feb 2020	20:30 (30m)	CR 1- ROOM	Tutorial	Live tutorial: Canva graphics design tool	Ioannis Ofakoglou
Monday 03, Feb 2020	21:00 (1h)	CR 1- ROOM	Lecture	Writing optimized articles for blogs	Ioannis Ofakoglou
Tuesday 04, Feb 2020	18:00 (1h)	CR 1- ROOM	Lecture	Content marketing strategy & calendar	Ioannis Ofakoglou
Tuesday 04, Feb 2020	19:00 (2h)	CR 1- ROOM	Lecture	Content types & distribution channels	Ioannis Ofakoglou
Tuesday 04, Feb 2020	21:00 (1h)	CR 1- ROOM	Lecture	Running a content marketing agency (strategy & services)	Ioannis Ofakoglou

Content Marketing Strategy Workshop

Students work in teams to draft a content marketing strategy for a brand and produce different types of content

Date	Time	Location	Type	Lesson	Instructor
Wednesday 05, Feb 2020	18:00 (2h)	MUSEUM ROOM	Team Exercise	Team exercise: prepare a content marketing strategy	Ioannis Ofakoglou
Wednesday 05, Feb 2020	20:00 (2h)	CR 1- ROOM	Presentation	Team exercise: present your content marketing strategy	Ioannis Ofakoglou

Search Engine Optimization

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

Date	Time	Location	Type	Lesson	Instructor
Monday 10, Feb 2020	18:00 (4h)	CR 1- ROOM	Lecture	On-site search engine optimization factors (S.E.O.)	George Arapogiannis
Tuesday 11, Feb 2020	18:00 (2h)	CR 1- ROOM	Lecture	Off-site search engine optimization tactics (S.E.O.) for backlinks	George Arapogiannis
Tuesday 11, Feb 2020	20:00 (1h)	CR 1- ROOM	Team Exercise	Live tutorial: SEO site checkup, Screaming Frog, Uber Suggest, Google Search console	George Arapogiannis
Tuesday 11, Feb 2020	21:00 (1h)	CR 1- ROOM	Presentation	Running an S.E.O. agency (strategy & services)	George Arapogiannis

Search Engine Optimization Workshop

Students work in teams to check a website for S.E.O. factors and then generate and present a complete report including optimization suggestions

Date	Time	Location	Type	Lesson	Instructor
Wednesday 12, Feb 2020	18:00 (2h)	MUSEUM ROOM	Team Exercise	Team exercise: check S.E.O. on a web site and generate a report	George Arapogiannis
Wednesday 12, Feb 2020	20:00 (2h)	CR 1- ROOM	Presentation	Team exercise: present the S.E.O. report & proposals	George Arapogiannis

Social Media Marketing

How to build social media communities and how to engage & manage your social media fans or followers

Date	Time	Location	Type	Lesson	Instructor
Monday 17, Feb 2020	18:00 (1h)	CR 1- ROOM	Lecture	Social media accounts setup	Katerina Dimitrakopoulou
Monday 17, Feb 2020	19:00 (2h)	CR 1- ROOM	Lecture	Social media posting	Katerina Dimitrakopoulou
Monday 17, Feb 2020	21:00 (1h)	CR 1- ROOM	Lecture	Social media engagement & contests	Katerina Dimitrakopoulou
Tuesday 18, Feb 2020	18:00 (30m)	CR 1- ROOM	Lecture	Social media live marketing	Katerina Dimitrakopoulou
Tuesday 18, Feb 2020	18:30 (30m)	CR 1- ROOM	Lecture	Social media customer care	Katerina Dimitrakopoulou
Tuesday 18, Feb 2020	19:00 (1h)	CR 1- ROOM	Lecture	Social media crisis management	Katerina Dimitrakopoulou
Tuesday 18, Feb 2020	20:00 (30m)	CR 1- ROOM	Tutorial	Live tutorial: Hootsuite mashup tool	Katerina Dimitrakopoulou
Tuesday 18, Feb 2020	20:30 (30m)	CR 1- ROOM	Tutorial	Live tutorial: Social report mashup tool	Katerina Dimitrakopoulou
Tuesday 18, Feb 2020	21:00 (1h)	CR 1- ROOM	Lecture	Running a social media marketing agency (strategy & services)	Katerina Dimitrakopoulou

Social Media Marketing Strategy Workshop

Students work in teams to prepare and present complete posts for different marketing objectives

Date	Time	Location	Type	Lesson	Instructor
Wednesday 19, Feb 2020	18:00 (2h)	MUSEUM ROOM	Team Exercise	Team exercise: prepare different social media posts for a brand	Katerina Dimitrakopoulou
Wednesday 19, Feb 2020	20:00 (2h)	CR 1- ROOM	Team Exercise	Team exercise: present the social media posts	Katerina Dimitrakopoulou

Advertising Campaigns

How to launch, run & optimize campaigns on digital & social channels for different marketing objectives

Date	Time	Location	Type	Lesson	Instructor
Friday 24, Jan 2020	19:00 (1h)	CR 1- ROOM	Lecture	Premium display & programmatic advertising fundamentals	Georgia Zacharaki
Friday 24, Jan 2020	20:00 (1h)	CR 1- ROOM	Lecture	Programmatic advertising fundamentals	Georgia Zacharaki
Friday 24, Jan 2020	21:00 (1h)	CR 1- ROOM	Lecture	Native advertising fundamentals	Georgia Zacharaki
Monday 24, Feb 2020	18:00 (1h)	CR 1- ROOM	Lecture	Advertising fundamentals: metrics, KPIs, tags, targeting, bidding, remarketing	Apostolis Aivalis
Tuesday 25, Feb 2020	18:00 (4h)	CR 1- ROOM	Tutorial	Live tutorial: Facebook & Instagram advertising fundamentals	Panagiotis Papachatzis
Wednesday 26, Feb 2020	18:00 (2h)	CR 1- ROOM	Lecture	Live tutorial: Facebook & Instagram advertising fundamentals	Panagiotis Papachatzis
Wednesday 26, Feb 2020	20:00 (2h)	CR 1- ROOM	Hands-on	Hands-on: Setup a Facebook & Instagram advertising campaign	Panagiotis Papachatzis
Tuesday 03, Mar 2020	18:00 (3h)	CR 1- ROOM	Tutorial	Live tutorial: Google search advertising	Alex Charalampidis
Tuesday 03, Mar 2020	21:00 (1h)	CR 1- ROOM	Hands-on	Hands-on: Setup a Google search advertising campaign	Alex Charalampidis
Wednesday 04, Mar 2020	18:00 (1h)	CR 1- ROOM	Tutorial	Live tutorial: Google display network (G.D.N.) advertising	Alex Charalampidis
Wednesday 04, Mar 2020	19:00 (1h)	CR 1- ROOM	Tutorial	Live tutorial: Google Gmail advertising	Alex Charalampidis
Wednesday 04, Mar 2020	20:00 (1h)	CR 1- ROOM	Tutorial	Live tutorial: YouTube advertising	Alex Charalampidis
Wednesday 04, Mar 2020	21:00 (1h)	CR 1- ROOM	Hands-on	Hands-on: Setup a Google display advertising campaign	Alex Charalampidis
Monday 09, Mar 2020	18:00 (1h)	CR 1- ROOM	Tutorial	Live tutorial: LinkedIn advertising fundamentals	Panagiotis Papachatzis
Monday 09, Mar 2020	19:00 (30m)	CR 1- ROOM	Tutorial	Live tutorial: Snapchat advertising fundamentals	Panagiotis Papachatzis
Monday 09, Mar 2020	19:30 (30m)	CR 1- ROOM	Tutorial	Live tutorial: Reddit advertising fundamentals	Panagiotis Papachatzis
Monday 09, Mar 2020	20:00 (1h)	CR 1- ROOM	Tutorial	Live tutorial: Twitter advertising fundamentals	Panagiotis Papachatzis
Monday 09, Mar 2020	21:00 (30m)	CR 1- ROOM	Lecture	Live tutorial: Pinterest advertising fundamentals	Panagiotis Papachatzis

Date	Time	Location	Type	Lesson	Instructor
Monday 09, Mar 2020	21:30 (30m)	CR 1- ROOM	Lecture	Live tutorial: Quora advertising fundamentals	Panagiotis Papachatzis
Tuesday 10, Mar 2020	18:00 (2h)	CR 1- ROOM	Lecture	Affiliate advertising fundamentals	Alexandra Karasaridou
Tuesday 10, Mar 2020	20:00 (1h)	CR 1- ROOM	Lecture	Digital & social media advertising strategy, budget & media plan	Panagiotis Papachatzis
Tuesday 10, Mar 2020	21:00 (1h)	CR 1- ROOM	Lecture	Running a media shop or ad agency (strategy & services)	Panagiotis Papachatzis

Advertising Campaigns Strategy Workshop

Students work in teams to form and present a complete advertising strategy & detailed budget including costs & estimated results

Date	Time	Location	Type	Lesson	Instructor
Wednesday 11, Mar 2020	18:00 (2h)	MUSEUM ROOM	Team Exercise	Team exercise: plan an advertising campaign for a marketing objective	Panagiotis Papachatzis
Wednesday 11, Mar 2020	20:00 (2h)	CR 1- ROOM	Presentation	Team exercise: present your digital media plan	Panagiotis Papachatzis

Influencer Marketing

How to use influencers to boost your brand on digital & social media

Date	Time	Location	Type	Lesson	Instructor
Monday 16, Mar 2020	18:00 (1h)	CR 1- ROOM	Lecture	Influencer & brand ambassadors marketing	Dominikos Pritis
Monday 16, Mar 2020	19:00 (1h)	CR 1- ROOM	Tutorial	Susurrus.io influencer management tool	Dominikos Pritis

Public Relations & Reputation Management

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

Date	Time	Location	Type	Lesson	Instructor
Monday 16, Mar 2020	20:00 (1h)	CR 1- ROOM	Lecture	Reputation & crisis management online with astroturfing	Omiros Tsapalos
Monday 16, Mar 2020	21:00 (1h)	CR 1- ROOM	Lecture	Public relations online, tools, tactics, monitoring	Omiros Tsapalos

E-mail Marketing

How to use e-mail campaigns & platforms to support your operation & communication

Date	Time	Location	Type	Lesson	Instructor
Tuesday 17, Mar 2020	18:00 (1h)	CR 1- ROOM	Lecture	?-mail campaigns & newsletters fundamentals & tactics	Lazaros Tzanetos
Tuesday 17, Mar 2020	19:00 (1h)	CR 1- ROOM	Tutorial	Live tutorial: Mailchimp e-mail newsletter platform	Lazaros Tzanetos

Mobile & Messengers Marketing

How to use mobile messages & platforms to support your operation & communication

Date	Time	Location	Type	Lesson	Instructor
Tuesday 17, Mar 2020	20:00 (1h)	CR 1- ROOM	Tutorial	Mobile messaging best practices, case studies (SMS, Viber, Whatapp)	Lazaros Tzanetos
Tuesday 17, Mar 2020	21:00 (1h)	CR 1- ROOM	Lecture	Live tutorial: Apifon SMS & Viber messaging platform	Lazaros Tzanetos

Monitoring

How to monitor and measure results in different digital & social media properties generate reports

Date	Time	Location	Type	Lesson	Instructor
Wednesday 18, Mar 2020	18:00 (3h)	CR 1- ROOM	Tutorial	Google analytics fundamentals, case studies	Yannis Elpidis
Wednesday 18, Mar 2020	21:00 (1h)		Tutorial	Facebook insights & analytics	Yannis Elpidis

Reporting

How to generate reports & pivot your strategy for better KPIs

Date	Time	Location	Type	Lesson	Instructor
Monday 23, Mar 2020	18:00 (1h)	CR 1- ROOM	Tutorial	Live tutorial: Reporting with Google Data Studio	Alexandra Karasaridou
Monday 23, Mar 2020	19:00 (1h)	CR 1- ROOM	Tutorial	Live tutorial: Reporting with Google Analytics custom dashboards	Alexandra Karasaridou
Monday 23, Mar 2020	20:30 (30m)	CR 1- ROOM	Tutorial	Live tutorial: Reporting with Hootsuite	Alexandra Karasaridou

Date	Time	Location	Type	Lesson	Instructor
Monday 23, Mar 2020	20:30 (30m)	CR 1- ROOM	Lecture	Live tutorial: Reporting with Report Garden	Alexandra Karasaridou
Monday 23, Mar 2020	21:00 (1h)	CR 1- ROOM	Lecture	Running a monitoring agency (strategy & services)	Alexandra Karasaridou

Monitoring & Reporting Workshop

Students work in teams to generate and present a complete report for social media insights, advertising campaigns results and Google Analytics including KPIs & metrics

Date	Time	Location	Type	Lesson	Instructor
Tuesday 24, Mar 2020	18:00 (2h)	MUSEUM ROOM	Team Exercise	Team exercise: generate a digital & social media report	Alexandra Karasaridou
Tuesday 24, Mar 2020	20:00 (2h)	CR 1- ROOM	Presentation	Team exercise: present your digital & social media report	Alexandra Karasaridou

Growth Hacking

How to use innovative tactics & methodologies to optimize metrics that matter on your funnel.

Date	Time	Location	Type	Lesson	Instructor
Monday 30, Mar 2020	18:00 (2h)	CR 1- ROOM	Lecture	Growth hacking methodology & mindset to generate traction & growth	Apostolis Aivalis

Performance Marketing

How to optimize your campaigns and marketing funnel to increase your conversions.

Date	Time	Location	Type	Lesson	Instructor
Monday 30, Mar 2020	20:00 (1h)	CR 1- ROOM	Lecture	Performance marketing methodology & mindset to generate sales & revenue	Apostolis Aivalis
Monday 30, Mar 2020	21:00 (1h)	CR 1- ROOM	Lecture	Funnel optimization for better conversions and R.O.A.S.	Apostolis Aivalis

Digital & Social Media Strategy & Budget

How to form a complete digital marketing strategy & budget for your brand or customers utilizing all digital & social media channels

Date	Time	Location	Type	Lesson	Instructor
Tuesday 31, Mar 2020	18:00 (3h)	CR 1- ROOM	Lecture	Digital & social media strategy, plan & budget	Apostolis Aivalis
Tuesday 31, Mar 2020	21:00 (1h)	CR 1- ROOM	Team Exercise	Team exercise: digital roles & team	Apostolis Aivalis

Digital & Social Media Strategy Full Day Workshop

Students work in teams to form and present a complete digital & social media strategy for a brand for different marketing objectives including an action plan & budget

Date	Time	Location	Type	Lesson	Instructor
Saturday 04, Apr 2020	10:00 (6h)	CR 1- ROOM	Lecture	Team exercise: draft a complete digital & social media strategy	Apostolis Aivalis
Saturday 04, Apr 2020	16:00 (2h)	CR 1- ROOM	Team Exercise	Team exercise: present your digital & social media strategy	Apostolis Aivalis

Digital & Social Media Marketing Services

How to find a job, become a professional, launch an agency, sell services and manage customers in digital & social media marketing industry

Date	Time	Location	Type	Lesson	Instructor
Monday 06, Apr 2020	18:00 (1h)	CR 1- ROOM	Lecture	Finding a digital & social media marketing job	Stefanos Sklavenitis
Monday 06, Apr 2020	19:00 (1h)	CR 1- ROOM	Lecture	Working with digital & social media marketing agencies	Stefanos Sklavenitis
Monday 06, Apr 2020	20:00 (1h)	CR 1- ROOM	Lecture	Running a digital & social media marketing agency (strategy & services)	Apostolis Aivalis
Monday 06, Apr 2020	21:00 (1h)	CR 1- ROOM	Lecture	Course 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
Tuesday 07, Apr 2020	18:00 (2h)	CR 1- ROOM	Final Exam	Final exams	Apostolis Aivalis
Tuesday 07, Apr 2020	20:00 (2h)	CAFETERIA	Networking event	Graduation ceremony	Apostolis Aivalis