









# Professional Diploma in Digital & Social Media, Thessaloniki, Sep 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 10 Sep 2018	17:00 (1h)	CAFETERIA	Networking	Students welcome and registration	Tolis Aivalis
 Monday 10 Sep 2018	18:00 (1h)	CR 1 - ROOM	Lecture	Course overview	Tolis Aivalis

## Marketing & digital marketing fundamentals



Date	Time	Location	Type	Lesson	Instructor
 Monday 10 Sep 2018	19:00 (1h)	CR 1 - ROOM	Lecture	The digital marketing fundamentals	Tolis Aivalis
 Monday 10 Sep 2018	20:00 (1h)	CR 1- ROOM	Lecture	The marketing mix	Tolis Aivalis
 Monday 10 Sep 2018	21:00 (1h)	CR 1- ROOM	Lecture	The customer, the journey, the funnel	Tolis Aivalis

## Websites

Learn how to create and use websites that generate results

Date	Time	Location	Type	Lesson	Instructor
 Tuesday 11 Sep 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 17 Sep 2018	21:00 (1h)	CR 1- ROOM	Lecture	How to prepare data, cookies privacy and terms, conditions for your websites	Nikos Siamakis
 Monday 15 Oct 2018	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
 Tuesday 18 Sep 2018	18:00 (4h)	CR 1- ROOM	Lecture	The backlinks	Yannis Elpidis

## Search engine optimization strategy - content & technical

Date	Time	Location	Type	Lesson	Instructor
 Monday 24 Sep 2018	19:00 (2h)	CR 1- ROOM	Lecture	The search engine optimization strategy	Yannis Elpidis
 Tuesday 25 Sep 2018	18:00 (2h)	CR 1- ROOM	Lecture	Onsite/page content optimization	Yannis Elpidis
 Tuesday 25 Sep 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 01 Oct 2018	18:00 (3h)	CR 1- ROOM	Platform demonstration	Facebook page & community building	Dimitris Dimitriadis
 Tuesday 02 Oct 2018	21:00 (1h)	CR 1- ROOM	Platform demonstration	YouTube channel & community building	Dimitris Dimitriadis
 Wednesday 03 Oct 2018	18:00 (30m)	CR 1- ROOM	Platform demonstration	Google my business account & community building	Dimitris Dimitriadis
 Wednesday 03 Oct 2018	19:00 (30m)	CR 1- ROOM	Platform demonstration	Pinterest account & community building	Dimitris Dimitriadis
 Wednesday 03 Oct 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 08 Oct 2018	18:00 (4h)	CR 1- ROOM	Lecture	The social media marketing strategy	Katerina Dimitrakopoulou
📅 Tuesday 09 Oct 2018	18:00 (30m)	CR 1- ROOM	Lecture	Social media posting	Katerina Dimitrakopoulou
📅 Tuesday 09 Oct 2018	19:00 (1h)	CR 1- ROOM	Platform demonstration	Hootsuite.com mashup tool	Katerina Dimitrakopoulou
📅 Tuesday 09 Oct 2018	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
📅 Wednesday 10 Oct 2018	18:00 (2h)	CR 1- ROOM	Teams presentations	Present the social media posts	Vassilis Gogoglou
📅 Wednesday 10 Oct 2018	20:00 (2h)	CR 1- ROOM	Team exercise	Prepare different social media posts for a brand	Vassilis Gogoglou



## 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
 Monday 22 Oct 2018	19:00 (1h)	CR 1- ROOM	Lecture	Advertising campaigns fundamentals	Tolis Aivalis
 Tuesday 23 Oct 2018	18:00 (4h)	CR 1- ROOM	Platform demonstration	Facebook & Instagram advertising tags & events	Dimitris Dimitriadis
 Wednesday 24 Oct 2018	18:00 (4h)	CR 1- ROOM	Platform demonstration	Facebook & Instagram advertising audiences	Dimitris Dimitriadis
 Monday 29 Oct 2018	18:00 (4h)	CR 1- ROOM	Lecture	Premium display advertising campaigns	Yannis Develekos
 Tuesday 30 Oct 2018	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
 Tuesday 06 Nov 2018	18:00 (2h)	CR 1- ROOM	Team exercise	Plan an advertising campaign for a marketing objective	Tolis Aivalis
 Tuesday 06 Nov 2018	20:00 (2h)	CR 1- ROOM	Teams presentations	Present your digital media plan	Tolis Aivalis

## 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 12 Nov 2018	18:00 (1h)	CR 1- ROOM	Lecture	The influencer marketing strategy	Dominikos Pritis

## Email & mobile marketing strategy

Date	Time	Location	Type	Lesson	Instructor
📅 Monday 12 Nov 2018	20:00 (1h)	CR 1- ROOM	Lecture	Data & marketing automation	Leonidas Skerletopoulos
📅 Monday 12 Nov 2018	21:00 (1h)	CR 1- ROOM	Lecture	E-mail marketing strategy	Leonidas Skerletopoulos

## Monitoring with Google Analytics 4

Date	Time	Location	Type	Lesson	Instructor
📅 Monday 19 Nov 2018	18:00 (4h)	CR 1- ROOM	Platform demonstration	Google Analytics 4 to monitor conversions and your funnel	Yannis Elpidis
📅 Tuesday 20 Nov 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
📅 Tuesday 20 Nov 2018	19:00 (2h)	CR 1- ROOM	Platform demonstration	Google Looker Studio reporting tool	Tigran Hakobyan


## Reporting digital marketing - workshop

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

Date	Time	Location	Type	Lesson	Instructor
📅 Monday 26 Nov 2018	18:00 (2h)	CR 1- ROOM	Team exercise	Generate a digital and social media report for social media marketing and advertising campaigns results	Tigran Hakobyan
📅 Monday 26 Nov 2018	20:00 (2h)	CR 1- ROOM	Teams presentations	Present your digital and social media report	Tigran Hakobyan



## 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 08 Dec 2018	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 10 Dec 2018	18:00 (1h)	CR 1- ROOM	Lecture	Digital marketing services & how to start a business/agency	Tolis Aivalis
 Monday 10 Dec 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 10 Dec 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
 Thursday 13 Dec 2018	18:00 (2h)	CR 1- ROOM	Exam	Final exams	Tolis Aivalis
 Thursday 13 Dec 2018	20:00 (2h)	CAFETERIA	Networking	Graduation ceremony	Tolis Aivalis