

Professional Diploma in Digital & Social Media, Thessaloniki

At Music Concert Hall, September 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 23, Sep 2019	17:00 (1h)	Cafeteria	Networking event	Digital & social media diploma attendants registration	Apostolis Aivalis
Monday 23, Sep 2019	18:00 (1h)	CR 1- ROOM	Lecture	Digital & social media diploma overview	Apostolis Aivalis
Monday 23, Sep 2019	19:00 (1h)	CR 1- ROOM	Lecture	Digital & social media phenomena (crowdsourcing, viral, long-tail)	Apostolis Aivalis
Monday 23, Sep 2019	20:00 (1h)	CR 1- ROOM	Lecture	Digital & social media consumer (buyer personas, consumer journey & funnel)	Apostolis Aivalis
Monday 23, Sep 2019	21:00 (1h)	CR 1- ROOM	Lecture	Digital & social media marketing objectives & available channels	Apostolis Aivalis

Web Sites

Learn how to launch successful web sites

Date	Time	Location	Type	Lesson	Instructor
Tuesday 24, Sep 2019	18:00 (1h)	CR-1 ROOM	Lecture	Website design research & planning	Yannis Elpidis
Tuesday 24, Sep 2019	19:00 (1h)	CR 1- ROOM	Lecture	Website CMS & e-commerce platforms	Yannis Elpidis
Tuesday 24, Sep 2019	20:00 (1h)	CR 1- ROOM	Lecture	Website designers & developers	Yannis Elpidis
Tuesday 24, Sep 2019	21:00 (1h)	CR 1- ROOM	Lecture	Website landing pages & UTMs	Yannis Elpidis
Wednesday 25, Sep 2019	18:00 (1h)	CR 1- ROOM	Lecture	?logs & blogging	Yannis Elpidis
Wednesday 25, Sep 2019	19:00 (2h)	CR 1- ROOM	Lecture	E-shops & e-commerce	Yannis Elpidis
Wednesday 25, Sep 2019	21:00 (1h)	CR 1- ROOM	Lecture	Websites legal (domains, data privacy, terms, cookies)	Nikos Siamakis

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 30, Sep 2019	18:00 (4h)	CR 1- ROOM	Lecture	On-site search engine optimization fundamentals (S.E.O.)	George Arapogiannis
Tuesday 01, Oct 2019	18:00 (2h)	CR-1 ROOM	Lecture	Off-site search engine optimization tactics (S.E.O.)	George Arapogiannis
Tuesday 01, Oct 2019	20:00 (1h)	CR 1- ROOM	Lecture	S.E.O. check-up & reporting	George Arapogiannis
Tuesday 01, Oct 2019	21:00 (1h)	CR 1- ROOM	Tutorial	S.E.O. site checkup tools	George Arapogiannis
Wednesday 02, Oct 2019	18:00 (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
Wednesday 02, Oct 2019	20:00 (2h)	CR 1- ROOM	Presentation	Present the S.E.O. check-up report & proposals	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 07, Oct 2019	18:00 (3h)	CR 1- ROOM	Lecture	Facebook	Dimitris Dimitriadis
Monday 07, Oct 2019	18:00 (1h)	CR 1- ROOM	Lecture	YouTube	Dimitris Dimitriadis
Tuesday 08, Oct 2019	18:00 (1h)	CR 1- ROOM	Lecture	Instagram	Dimitris Dimitriadis
Tuesday 08, Oct 2019	19:00 (3h)	CR 1- ROOM	Lecture	LinkedIn	Ethel Agelatu
Wednesday 09, Oct 2019	18:00 (1h)	CR 1- ROOM	Lecture	Twitter	Dimitris Dimitriadis
Wednesday 09, Oct 2019	19:00 (30m)	CR 1- ROOM	Lecture	Google My Business	Dimitris Dimitriadis
Wednesday 09, Oct 2019	19:30 (30m)	CR 1- ROOM	Lecture	Foursquare	Dimitris Dimitriadis
Wednesday 09, Oct 2019	20:00 (30m)	CR 1- ROOM	Lecture	Pinterest	Dimitris Dimitriadis
Wednesday 09, Oct 2019	20:30 (30m)	CR 1- ROOM	Lecture	SnapChat	Dimitris Dimitriadis
Wednesday 09, Oct 2019	21:00 (30m)	CR 1- ROOM	Lecture	Quora	Dimitris Dimitriadis
Wednesday 09, Oct 2019	21:30 (30m)	CR 1- ROOM	Lecture	Reddit	Dimitris Dimitriadis

Content Marketing

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

Date	Time	Location	Type	Lesson	Instructor
Wednesday 16, Oct 2019	18:00 (1h)	CR 1- ROOM	Lecture	Content usage & sharing legal & copyright issues	Nikos Siamakis
Wednesday 16, Oct 2019	19:00 (3h)	CR 1- ROOM	Lecture	Content marketing strategy & calendar	Stefanos Sklavenitis
Thursday 17, Oct 2019	18:00 (2h)	CR 1- ROOM	Team Exercise	Prepare a content marketing strategy	Stefanos Sklavenitis
Thursday 17, Oct 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 21, Oct 2019	18:00 (1h)	CR 1- ROOM	Lecture	Social media accounts setup	Katerina Dimitrakopoulou
Monday 21, Oct 2019	19:00 (2h)	CR 1- ROOM	Lecture	Social media posting	Katerina Dimitrakopoulou
Monday 21, Oct 2019	21:00 (1h)	CR 1- ROOM	Lecture	Social media engagement	Katerina Dimitrakopoulou
Tuesday 22, Oct 2019	18:00 (30m)	CR 1- ROOM	Lecture	Social media live marketing	Katerina Dimitrakopoulou
Tuesday 22, Oct 2019	18:30 (30m)	CR 1- ROOM	Lecture	Social media customer care	Katerina Dimitrakopoulou
Tuesday 22, Oct 2019	19:00 (1h)	CR 1- ROOM	Lecture	Social media crisis management	Katerina Dimitrakopoulou
Tuesday 22, Oct 2019	20:00 (1h)	CR 1- ROOM	Tutorial	Live tutorial: Hootsuite social media mashup tool	Katerina Dimitrakopoulou
Tuesday 22, Oct 2019	21:00 (1h)	CR 1- ROOM	Tutorial	Live tutorial: Canva visual design & Lumen5 video production tools	Katerina Dimitrakopoulou
Wednesday 23, Oct 2019	18:00 (2h)	CR 1- ROOM	Team Exercise	Form a social media marketing strategy for a brand	Katerina Dimitrakopoulou
Wednesday 23, Oct 2019	20:00 (2h)	CR 1- ROOM	Team Exercise	Present the social media marketing strategy	Katerina Dimitrakopoulou

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 29, Oct 2019	18:00 (1h)	CR 1- ROOM	Lecture	Target audiences & buyer personas	Apostolis Aivalis
Tuesday 29, Oct 2019	19:00 (1h)	CR 1- ROOM	Lecture	Bidding & optimization, metrics & KPIs, remarketing/retargeting	Apostolis Aivalis
Tuesday 29, Oct 2019	20:00 (1h)	CR 1- ROOM	Lecture	Native advertising fundamentals	Georgia Zacharaki
Tuesday 29, Oct 2019	21:00 (1h)	CR 1- ROOM	Lecture	Premium display advertising fundamentals	Georgia Zacharaki
Monday 04, Nov 2019	18:00 (4h)	CR 1- ROOM	Tutorial	Facebook & Instagram advertising fundamentals	Panagiotis Papachatzis
Tuesday 05, Nov 2019	18:00 (4h)	CR 1- ROOM	Lecture	Facebook & Instagram advertising fundamentals	Panagiotis Papachatzis
Wednesday 06, Nov 2019	18:00 (2h)	CR 1- ROOM	Tutorial	LinkedIn advertising fundamentals	Panagiotis Papachatzis
Wednesday 06, Nov 2019	20:00 (1h)	CR 1- ROOM	Lecture	Twitter advertising fundamentals	Panagiotis Papachatzis
Wednesday 06, Nov 2019	21:00 (30m)	CR 1- ROOM	Lecture	Pinterest advertising fundamentals	Panagiotis Papachatzis
Wednesday 06, Nov 2019	21:30 (30m)	CR 1- ROOM	Lecture	Quora advertising fundamentals	Panagiotis Papachatzis
Monday 11, Nov 2019	18:00 (4h)	CR 1- ROOM	Tutorial	Google advertising fundamentals (search)	Panos Ladas
Tuesday 12, Nov 2019	18:00 (4h)	CR 1- ROOM	Tutorial	Google advertising fundamentals (display network, YouTube, Gmail)	Panos Ladas
Monday 18, Nov 2019	18:00 (30m)	CR 1- ROOM	Lecture	Snapchat advertising fundamentals	Panagiotis Papachatzis
Monday 18, Nov 2019	18:30 (30m)	CR 1- ROOM	Lecture	Reddit advertising fundamentals	Panagiotis Papachatzis
Monday 18, Nov 2019	19:00 (2h)	CR 1- ROOM	Lecture	Affiliate advertising fundamentals for brands, case studies	Alexandra Karasaridou
Monday 18, Nov 2019	21:00 (1h)	CR 1- ROOM	Lecture	Digital & social media advertising strategy & media plan	Panagiotis Papachatzis
Tuesday 19, Nov 2019	18:00 (2h)	CR 1- ROOM	Team Exercise	Form an advertising plan & budget for a brand	Panagiotis Papachatzis
Tuesday 19, Nov 2019	20:00 (2h)	CR 1- ROOM	Presentation	Present your advertising plan & budget	Panagiotis Papachatzis

Influencer Marketing

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

Date	Time	Location	Type	Lesson	Instructor
Wednesday 20, Nov 2019	18:00 (1h)	CR 1- ROOM	Lecture	Influencer & brand ambassadors marketing	Dominikos Pritis
Wednesday 20, Nov 2019	19:00 (1h)	CR 1- ROOM	Tutorial	Susurrus.io influencer 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
Wednesday 20, Nov 2019	20:00 (1h)	CR 1- ROOM	Lecture	?-mail campaigns & newsletters fundamentals & tactics	Panagiotis Melissaropoulos
Wednesday 20, Nov 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
Monday 25, Nov 2019	18:00 (1h)	CR 1- ROOM	Lecture	Mobile SMS & messaging best practices, case studies	Lazaros Tzanetos
Monday 25, Nov 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
Monday 25, Nov 2019	20:00 (1h)	CR 1- ROOM	Lecture	Public relations online, tools, tactics	Omiros Tsapalos
Monday 25, Nov 2019	21:00 (1h)	CR 1- ROOM	Lecture	Reputation & crisis management online with astroturfing	Omiros Tsapalos

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
Tuesday 26, Nov 2019	18:00 (4h)	CR 1- ROOM	Tutorial	Google analytics fundamentals, case studies	Yannis Elpidis
Wednesday 27, Nov 2019	18:00 (1h)	CR 1- ROOM	Tutorial	Facebook analytics & insights fundamentals	Vassilis Gogoglou
Wednesday 27, Nov 2019	19:00 (1h)	CR 1- ROOM	Tutorial	Web & social media reputation monitoring, case studies	Vassilis Gogoglou
Wednesday 27, Nov 2019	20:00 (1h)	CR 1- ROOM	Lecture	Digital & social media complete report to a client	Vassilis Gogoglou
Wednesday 27, Nov 2019	21:00 (1h)	CR 1- ROOM	Tutorial	Report Garden tool	Vassilis Gogoglou
Monday 02, Dec 2019	18:00 (2h)	CR 1- ROOM	Team Exercise	Generate a digital & social media report	Vassilis Gogoglou
Monday 02, Dec 2019	20:00 (2h)	CR 1- ROOM	Presentation	Present your digital & social media report	Vassilis Gogoglou

Digital & Social Media Performance Tactics

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

Date	Time	Location	Type	Lesson	Instructor
Tuesday 03, Dec 2019	18:00 (1h)	CR 1- ROOM	Lecture	Inbound strategy methodology & mindset to generate organic visits	Petros Fotiadis
Tuesday 03, Dec 2019	19:00 (1h)	CR 1- ROOM	Lecture	Growth hacking methodology & mindset to generate traction & growth	Petros Fotiadis
Tuesday 03, Dec 2019	20:00 (1h)	CR 1- ROOM	Lecture	Performance marketing methodology & mindset to generate conversions, sales & revenue	Apostolis Aivalis
Tuesday 03, Dec 2019	21:00 (1h)	CR 1- ROOM	Lecture	Performance optimization & value for money	Apostolis Aivalis
Monday 09, Dec 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 09, Dec 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 10, Dec 2019	18:00 (3h)	CR 1- ROOM	Lecture	Digital & social media strategy, plan & budget	Apostolis Aivalis
Tuesday 10, Dec 2019	21:00 (1h)	CR 1- ROOM	Team Exercise	Evaluate roles & assign a digital team	Apostolis Aivalis

Date	Time	Location	Type	Lesson	Instructor
Sunday 15, Dec 2019	10:00 (4h)	CR 1- ROOM	Team Exercise	Draft a complete digital & social media strategy & action plan	Apostolis Aivalis
Sunday 15, Dec 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 16, Dec 2019	18:00 (1h)	CR 1- ROOM	Lecture	Digital & social media marketing positions	Ioannis Ofakoglou
Monday 16, Dec 2019	19:00 (1h)	CR 1- ROOM	Lecture	Digital & social media marketing service providers	Ioannis Ofakoglou
Monday 16, Dec 2019	20:00 (1h)	CR 1- ROOM	Lecture	Digital & social media marketing agency	Apostolis Aivalis
Monday 16, Dec 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
Thursday 01, Jan 1970	02:00 ()		Networking event	Digital & social media professionals graduation	Apostolis Aivalis
Tuesday 17, Dec 2019	18:00 (2h)	CR 1- ROOM	Final Exam	Digital & social media professionals comprehension test	Apostolis Aivalis