









Professional Diploma in Digital & Social Media, Thessaloniki, Sep 2019

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 23 Sep 2019	17:00 (1h)	2nd floor cafe	Networking	Students welcome and registration	Tolis Aivalis
📅 Monday 23 Sep 2019	18:00 (1h)	CR 1- ROOM	Lecture	Course overview	Tolis Aivalis

Marketing & Digital Marketing fundamentals



Date	Time	Location	Type	Lesson	Instructor
📅 Monday 23 Sep 2019	19:00 (1h)	CR 1- ROOM	Lecture	The digital marketing fundamentals	Tolis Aivalis
📅 Monday 23 Sep 2019	20:00 (1h)	CR 1- ROOM	Lecture	The marketing mix	Stefanos Sklavenitis
📅 Monday 23 Sep 2019	21:00 (1h)	CR 1- ROOM	Lecture	The customer, the journey, the funnel	Tolis Aivalis

Working with website developers

Learn how to create and use websites that generate results







Date	Time	Location	Type	Lesson	Instructor
📅 Tuesday 24 Sep 2019	18:00 (30m)	CR 1- ROOM	Lecture	E-shop conversion rate optimization	Yannis Elpidis
📅 Tuesday 24 Sep 2019	18:30 (30m)	CR 1- ROOM	Lecture	Website design & development preparation	Yannis Elpidis
📅 Tuesday 24 Sep 2019	19:00 (1h)	CR 1- ROOM	Lecture	Website design & development process	Yannis Elpidis
📅 Tuesday 24 Sep 2019	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 24 Sep 2019	21:00 (1h)	CR 1- ROOM	Lecture	How to prepare data, cookies privacy and terms, conditions for your websites	Nikos Siamakis
 Monday 07 Oct 2019	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 30 Sep 2019	18:00 (1h)	CR 1- ROOM	Platform demonstration	Facebook page & community building	Dimitris Dimitriadis
 Tuesday 01 Oct 2019	20:00 (2h)	CR 1- ROOM	Platform demonstration	LinkedIn page & community building	Ethel Agelatou
 Wednesday 02 Oct 2019	19:00 (1h)	CR 1- ROOM	Platform demonstration	YouTube channel & community building	Dimitris Dimitriadis
 Wednesday 02 Oct 2019	20:00 (30m)	CR 1- ROOM	Platform demonstration	Google my business account & community building	Dimitris Dimitriadis
 Wednesday 02 Oct 2019	20:30 (30m)	CR 1- ROOM	Platform demonstration	LinkedIn personal profile & community building	Dimitris Dimitriadis
 Wednesday 02 Oct 2019	21:00 (30m)	CR 1- ROOM	Platform demonstration	Pinterest account & community building	Dimitris Dimitriadis



Articles, graphics & video production

Learn how to produce amazing content for your digital and social media strategies

Date	Time	Location	Type	Lesson	Instructor
 Monday 07 Oct 2019	20:30 (30m)	CR 1- ROOM	Platform demonstration	How to use Canva.com to design different graphics	Ioannis Ofakoglou
 Tuesday 08 Oct 2019	19:00 (2h)	CR 1- ROOM	Lecture	How to write search engine optimized articles for your blog	Ioannis Ofakoglou



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 08 Oct 2019	18:00 (1h)	CR 1- ROOM	Lecture	Content production	Ioannis Ofakoglou
 Tuesday 08 Oct 2019	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 09 Oct 2019	18:00 (2h)	MUSEUM ROOM	Team exercise	Prepare a content marketing strategy	Ioannis Ofakoglou
 Wednesday 09 Oct 2019	20:00 (2h)		Teams presentations	Present your content marketing strategy	Ioannis Ofakoglou

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
 Wednesday 16 Oct 2019	18:00 (4h)	CR 1- ROOM	Lecture	The backlinks	George Arapogiannis

Search engine optimization strategy - content & technical

Date	Time	Location	Type	Lesson	Instructor
 Thursday 17 Oct 2019	18:00 (2h)	CR 1- ROOM	Lecture	The search engine optimization strategy	George Arapogiannis
 Thursday 17 Oct 2019	20:00 (1h)	CR 1- ROOM	Lecture	Onsite/page content optimization	George Arapogiannis

Date	Time	Location	Type	Lesson	Instructor
📅 Thursday 17 Oct 2019	21:00 (1h)	CR 1- ROOM	Lecture	Onsite/page technical optimization	George Arapogiannis

Search engine 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
📅 Friday 18 Oct 2019	18:00 (2h)	MUSEUM ROOM	Team exercise	Check S.E.O. on a website and generate a report	George Arapogiannis
📅 Friday 18 Oct 2019	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 21 Oct 2019	18:00 (1h)	CR 1- ROOM	Lecture	The social media marketing strategy	Katerina Dimitrakopoulou
📅 Monday 21 Oct 2019	19:00 (2h)	CR 1- ROOM	Lecture	Social media live listening & marketing	Katerina Dimitrakopoulou
📅 Monday 21 Oct 2019	21:00 (1h)	CR 1- ROOM	Lecture	Social media customer care	Katerina Dimitrakopoulou
📅 Tuesday 22 Oct 2019	18:00 (30m)	CR 1- ROOM	Lecture	Social media posting	Katerina Dimitrakopoulou
📅 Tuesday 22 Oct 2019	18:30 (30m)	CR 1- ROOM	Platform demonstration	Hootsuite.com mashup tool	Katerina Dimitrakopoulou
📅 Tuesday 22 Oct 2019	19:00 (1h)	CR 1- ROOM	Lecture	Social media engagement	Katerina Dimitrakopoulou
📅 Tuesday 22 Oct 2019	20:00 (30m)	CR 1- ROOM	Lecture	Social media accounts & followers	Katerina Dimitrakopoulou
📅 Tuesday 22 Oct 2019	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 23 Oct 2019	18:00 (2h)	MUSEUM ROOM	Team exercise	Prepare different social media posts for a brand	Katerina Dimitrakopoulou
📅 Wednesday 23 Oct 2019	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
📅 Tuesday 29 Oct 2019	18:00 (1h)	CR 1- ROOM	Lecture	Advertising campaigns fundamentals	Tolis Aivalis
📅 Monday 04 Nov 2019	18:00 (4h)	CR 1- ROOM	Platform demonstration	Facebook & Instagram advertising audiences	Panagiotis Papachatzis
📅 Tuesday 05 Nov 2019	18:00 (3h)	CR 1- ROOM	Platform demonstration	Facebook & Instagram advertising tags & events	Panagiotis Papachatzis
📅 Tuesday 05 Nov 2019	21:00 (1h)	CR 1- ROOM	Platform demonstration	Facebook & Instagram awareness advertising campaigns	Panagiotis Papachatzis
📅 Monday 11 Nov 2019	18:00 (3h)	CR 1- ROOM	Lecture	Premium display advertising campaigns	Alex Charalampidis
📅 Monday 11 Nov 2019	21:00 (1h)	CR 1- ROOM	Platform demonstration	Quora advertising campaigns	Alex Charalampidis
📅 Tuesday 12 Nov 2019	18:00 (1h)	CR 1- ROOM	Lecture	Affiliate advertising campaigns (marketing)	Alex Charalampidis
📅 Tuesday 12 Nov 2019	21:00 (1h)	CR 1- ROOM	Platform demonstration	LinkedIn advertising campaigns	Alex Charalampidis
📅 Tuesday 19 Nov 2019	21:00 (1h)	CR 1- ROOM	Platform demonstration	X (Twitter) advertising campaigns	Panagiotis Papachatzis


Advertising strategy - workshop

Work in teams, plan a complete advertising strategy and budget including costs and estimated results





Date	Time	Location	Type	Lesson	Instructor
 Wednesday 20 Nov 2019	18:00 (2h)	MUSEUM ROOM	Team exercise	Plan an advertising campaign for a marketing objective	Tolis Aivalis
 Wednesday 20 Nov 2019	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 25 Nov 2019	18:00 (1h)	CR 1- ROOM	Lecture	The influencer marketing strategy	Dominikos Pritis


Email & mobile marketing strategy

Date	Time	Location	Type	Lesson	Instructor
 Tuesday 26 Nov 2019	18:00 (1h)	CR 1- ROOM	Lecture	Data & marketing automation	Lazaros Tzanetos
 Tuesday 26 Nov 2019	19:00 (30m)	CR 1- ROOM	Lecture	E-mail marketing strategy	Lazaros Tzanetos
 Tuesday 26 Nov 2019	19:30 (30m)	CR-1 ROOM	Lecture	Mobile marketing strategy (SMS, Viber)	Lazaros Tzanetos
 Tuesday 26 Nov 2019	20:00 (30m)	CR-1 ROOM	Platform demonstration	Mailchimp.com e-mail 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
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 Tuesday 26 Nov 2019	21:30 (30m)	CR-1 ROOM	Platform demonstration	How to use Chatfuel.com chatbot platform	Tolis Aivalis
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Monitoring with Google Analytics 4

Date	Time	Location	Type	Lesson	Instructor
 Wednesday 27 Nov 2019	18:00 (3h)	CR 1- ROOM	Platform demonstration	Google Analytics 4 to monitor conversions and your funnel	Yannis Elpidis
 Wednesday 27 Nov 2019	21:00 (1h)	CR 1- ROOM	Platform demonstration	Google Analytics 4 to monitor your retention	Yannis Elpidis



Reporting digital marketing - metrics

Learn how to focus on important results and generate reports

Date	Time	Location	Type	Lesson	Instructor
 Monday 02 Dec 2019	18:00 (1h)	CR 1- ROOM	Platform demonstration	Google Looker Studio reporting tool	Alexandra Karasaridou
 Monday 02 Dec 2019	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 03 Dec 2019	18:00 (2h)	MUSEUM ROOM	Team exercise	Generate a digital and social media report for social media marketing and advertising campaigns results	Alexandra Karasaridou
 Tuesday 03 Dec 2019	20:00 (2h)	CR 1- ROOM	Teams presentations	Present your digital and social media report	Alexandra Karasaridou



Digital marketing strategy & budget - 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 14 Dec 2019	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 16 Dec 2019	18:00 (1h)	CR 1- ROOM	Lecture	Digital marketing services & how to start a business/agency	Stefanos Sklavenitis
 Monday 16 Dec 2019	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 16 Dec 2019	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 17 Dec 2019	18:00 (2h)	CR 1- ROOM	Exam	Final exams	Tolis Aivalis
 Tuesday 17 Dec 2019	20:00 (2h)	Cafeteria	Networking	Graduation ceremony	Tolis Aivalis