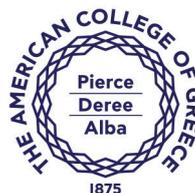




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# Professional Diploma in Digital Marketing

## JOINING THE REVOLUTION IN MARKETING



**Program  
Identity and Scope**



**Target  
Audience**



**Program  
Structure**



**Learning  
Objectives**

*An innovative, 100-hour long training program suited for marketing professionals who want to join the revolution that is redefining marketing and is evolving through various digital channels in the internet.*



## Program Identity and Scope

Since its inception in March 2014, the program has already completed 21 successful cycles and has managed to train more than 840 professionals in a variety of different sectors.

The program prepares participants for managerial positions in digital marketing with the goal of creating a collaborative and nurturing learning environment for analyzing and resolving the challenges within the digital marketing world.

On this basis, program participants acquire concrete skills and competencies in the rapidly evolving digital marketing domain, preparing themselves with the essentials for a successful career in digital marketing.

## Target Audience

The Professional Diploma in Digital Marketing is a 100-hour long Program specifically tailored to the needs of:

- Any professional who is involved in the planning, implementation or measurement of digital marketing strategies and tactics.
- Any professional who would like to pursue a career in digital marketing.
- Any professional of all levels and disciplines who needs to catch the digital marketing revolution in marketing.



## Learning Objectives

Through the Program, participants will be able to:

- Focus on current trends and best practices in digital marketing.
- Acquaint tools and competencies in all cutting edge tactics in digital marketing.
- Learn how to structure, implement and evaluate their digital marketing strategy.
- Learn how to leverage their digital marketing strategy to gain competitive advantage for both their business and their career.

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A Selection of  
Our Clients

Alpha Bank  
Astra Zeneca  
Athens International Airport  
Beiersdorf  
Cadbury  
Carrefour Marinopoulos  
Cosmote  
EFG Eurobank  
E.E.F.A.M.  
ELVAL  
Ericsson  
Eurobank Cards  
Frigoglass  
GlaxoSmithKline  
Hellenic Aerospace Industry  
Janssen Cilag  
Larco  
Mercedes-Benz Hellas  
Minerva  
Motoroil  
National Bank  
Novartis  
Novo Nordisk  
Overseas Shipping Group  
Papastratos  
Piraeus Bank  
Praktiker  
Public Power Corporation  
Sanofi-Aventis  
Shell  
Tasty Foods  
Titan  
Viohalco  
Vodafone

For more information  
about ALBA executive  
development programs,  
please contact:  
E: [exed@alba.edu.gr](mailto:exed@alba.edu.gr)



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# Program Structure

The program achieves its objectives with dynamic lectures, case studies and small group discussions and evolves around the following:

- **Planning a Digital Marketing Strategy:**  
Participants are familiarized with the fundamental concepts and issues in digital marketing, along with the opportunities it offers and its included implications. They acquire useful tools and techniques in digital marketing such as Search Engine Marketing, Email Marketing, Social Media Marketing, etc.
- **Implementation of Digital Marketing Strategy:**  
Participants learn how to develop an action plan when implementing their Digital Marketing Strategy, with a coherent project structure, milestones, deliverables and needful resources.
- **Measurement of Digital Marketing Strategy:**  
Here participants will understand how to develop and structure a meaningful methodology to evaluate the impact and effectiveness of their Digital Marketing Plan.

## Course Structure



The Program is structured around the following courses:

- **Marketing before Digital:** The goal of this introductory session is to attune participants to what marketing management is. This is accomplished by the use of a computer-based simulation where participants in small teams assume the role of the marketing management team of a fictitious company. Their task is to assess the available market data, design the next steps and implement them via the simulation interface. In this way participants will develop a brief but vivid understanding of the role of marketing and its workings. **(3h)**
- **Introduction to Digital Marketing:**  
Basic terms and insights that are used in digital marketing are given, so that we are all on the same page once we get going. **(3.5h)**
- **Search Engine Marketing (SEO):**  
Learning how your website can be placed higher in the Google organic results through examples and optimization techniques. **(3.5h)**



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## Value Added through Innovation

The Program is the outcome of leveraging complementary resources among high quality organizations:

**ALBA Graduate Business School**, with its academic excellence and proven strong record in business education and training.

**Socialab** with its expertise from successfully practicing and consulting many companies in Digital Marketing.

**The Digital Marketing Institute**, the leading institution worldwide for digital marketing training, with the development of the Program and its structure.

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 digital  
marketing  
institute

- **Search Engine Marketing (PPC):** Learning how to set up a Google Adwords campaign to bring targeted traffic to your website, while not breaking the bank. **(6.5h)**
- **Email Marketing:** Find out how to collect and segment users to make a successful newsletter, both in terms of design and content, while we examine the best tools specifically designed for this. **(3h)**
- **Digital Display Advertising:** Practice how to use web banners, learn what they offer and which platforms are the most suitable to set up a banner campaign. **(3.5h)**
- **Social Media Marketing:** A double module on how to setup personal accounts, business pages, a facebook ad campaign and how the social world can merge with the physical one. **(9h)**
- **Mobile Marketing:** Frequent use of smartphones requires a necessary “know how” on creating campaigns that can bring results on mobile. **(3h)**
- **Analytics:** Anyone can measure what’s going on in their website, but this course is all about understanding what you need to keep track of within Google Analytics. **(5.5h)**
- **Strategy and Planning:** This is a course on how to create an appropriate brief for your agency, what KPIs to measure and what platform each campaign is suited for. **(3.5h)**
- **Marketing at the service of Digital:** Digital marketing is the most recent and promising addition in marketing’s toolkit. However, digital marketing is the means not the goal of marketing. This session aims to give participants the opportunity to put all they have learned about digital marketing at the service of marketing. Following the presentation and discussion of a video case, participants in small teams assume the role of the marketing team for a real company, with the task of designing and presenting a digital marketing campaign. **(3h)**

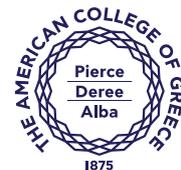
## 53 Hours Online Tutorials

In order to offer our participants a more integrated knowledge of digital marketing, we provide them with extra online tutorials on different modules, in a total of 53 hours. The tutorials explore several aspects of the new digital marketing environment, including modules such as Analytics, Adwords, Search Engine Optimization, Strategy, Email, Display, and Social Media. By completing the tutorials, participants will have to answer a quick test and score a minimum of 60% in order to succeed. Both the attendance of the tutorials and the completion of the test do not require physical presence in classroom and can be carried out whenever the participants wish.

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# Partnership program



## 1. ANALYTICS by innews

**Analytics by Innews** (<http://analytics.innews.gr>) is the only Greek online platform that monitors the greatest part of the Greek internet (news sites, blogs, Facebook pages, Twitter, Instagram, YouTube) and at the same time provides digitalized content from the Greek Press (newspapers, magazines etc).

In total, millions of sources are monitored 24/7/365 in real-time, to provide instant monitoring and clipping, as well as non-stop data analysis and classification from unlimited number of results. Analytics by Innews holds an extensive record of many years, provides multiple customizable functions and is constantly upgraded aiming at the best user experience.

For the participants of the Professional Diploma in Digital Marketing, Sidebar offers **1 month of free trial use of the premium package which includes unlimited searches and results.**

## 2. Facebook group support

The presentations of the course are being uploaded to a Facebook closed group only for the participants of the Professional Diploma in Digital Marketing. In the group, participants can also post either questions or news concerning any issue on digital marketing. The participants of Professional Diploma in Digital marketing can **take advantage of 1 year free support through the Facebook group.**

### Some of the participating companies

AbbVie  
Accenture  
Adidas  
AdReport  
Alpha Bank  
Attica Bank  
Avin  
AXA  
B2B Solutions  
Bolton Hellas  
Celestyal Cruises  
Calzedonia  
Cegedim  
Chiquita  
Citibank  
Colgate- Palmolive  
Cosmote  
Diageo  
DoctorAnyTime  
Estee Lauder  
Εθνική Ασφαλιστική  
Focus Bari  
Folli Follie  
Forthnet  
Fox International Channels  
FS Direct  
Gap Pharmaceuticals  
GlaxoSmithKline  
Golden Deals  
Goody's - Everest  
Green Cola  
Havas Media  
Hellas Online  
Henkel  
Herbalife International  
Holmes Place  
Iaso Group  
Imperial Tobacco  
Interamerican  
InternetQ  
Kafkas  
KPMG  
L'Oreal  
Lambrakis Press  
Lexmark  
Lighthouse  
Mattel  
McArthurGlen  
Media - Saturn Hellas  
Media2day  
Melissa - Kikizas  
Migato  
Mindshare  
Monster Energy  
MSD  
Navarino Telecom  
NN Hellas  
Novartis  
Οικογένεια Σπεργίου  
ΟΠΑΠ  
PepsiCo  
Pernod Ricard Hellas  
Φαρβασερβ - Lilly  
Philip Morris  
Philips Hellas  
Piaggio  
Pizza Fan  
Praktiker  
Public  
Rainbow Waters  
Roche  
Samsung  
Sarantis  
SCA  
Shop & Trade  
Sidebar  
Sony Hellas  
Stavros Niarchos Foundation  
Cultural Center  
TGI Friday's  
TravelPlanet24  
Vodafone  
Βιοϊατρική  
Εθνική Τράπεζα  
Εκδόσεις Μεταίχμιο  
Ελληνικά Πετρέλαια  
Πετσιάβας  
Φίλιππος Νάκας



# ALBA faculty

**Dr. Christos Koritos** has teaching and research interests in the areas of Consumer Psychology, Digital Marketing, Marketing of Services, and Advertising Research. His research focuses on consumer adoption of innovative distribution channels, consumer perceptions of quality in well-known versus private label brands, rhetoric in advertising, and attitude formation and change. His research appears, among others, in the Journal of Product Innovation Management, Journal of Business Research, and European Journal of Marketing. Dr. Koritos has previously taught the subject of Marketing at the Athens University of Economics & Business, Deree, Cyprus International Institute of Management, Greek Open University and Hellenic Management Association. He is an active member of scientific associations and reviewer for academic journals and conferences in the field of Marketing. Dr. Koritos has undertaken consulting work for more than 20 Greek and multinational companies while he has participated in projects funded by the European Union.



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# Socialab Instructors

**George Anagnostopoulos** is a serial entrepreneur. His current ventures include 4 media/tech businesses in 3 countries, two budding startups, and the ad agency he is most known for, Socialab. As the founder and CEO of Socialab, a digital-first advertising agency, George is actively involved in the growth strategy. The company, having started from 1 person, has reached maturity and recognition in the Greek market, with a personnel of 45 people and 50 active brands as clients. Mr. Anagnostopoulos started his career in 1994, when he co-founded the first Greek web magazine. In 1997, he started writing about online marketing across magazines and websites in the US, Australia and the UK. In 1999, he was hired into the marketing department of Expocentric, a "dot-com" startup, which later IPO'd in LSE with a valuation that topped £70m. Three years later, in 2002, he's hired into the digital branch of global advertising group Omnicom. On the same year, he started a business providing content for the Southeast European Times, a journal mainly targeted to Diplomats, which was sponsored by the Pentagon (United States European Command, EU-COM) and he continued for 3 years.



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In the year of the Athens Olympics, in 2004, he started his business on performance marketing with clients in New York, Boston and Philadelphia. A little while later, he joined a Greek mobile marketing agency and after he became General Manager, the company was acquired by the Vardinogiannis family, in the largest-ever acquisition in the industry. In 2009, he founded Socialab, a digital-first advertising agency. Starting from one person, Socialab now employs 40 executives with an active clientele of 45 national and global brands. The campaigns of its clients span from North America to Southeast Asia. A few of them have earned awards and honorable mentions both in Greece and abroad, thanks to the commitment of the agency's executives. Recently, he started his next move in media buying along with a UK ad tech provider. Mr. Anagnostopoulos is an adjunct instructor in Executive Development at ALBA Graduate Business School and he is a frequent speaker at conferences and company trainings on Digital Transformation. He has personally trained more than 1,100 executives since 2011.

**Giannis Arbis** has a background in political communication. He has participated in campaigns of elected MPs and has worked for the office of state officials. He soon came to appreciate the value of digital communications, as well as the metrics that the online environment can provide with relation to campaigns and organic content. He switched from politics to marketing, for a startup in the tourism industry, managing campaigns mainly in PPC media, and overseeing SEO projects. As time progressed, his expertise and need to continue to evolve brought him to Socialab for which he works now. Giannis' role as Media Manager is to design, run and optimize SEO projects and PPC campaigns for well-known brands both in Greece and abroad. He leads the company's client-facing role of Performance.



**Tasos Veliadis** started out as a tech-blogger in 2006 and progressed into working as one of the early executives in the first ever social media marketing agency in Greece in 2009. After proving his worth in a landmark case study in digital marketing in Eastern Europe, when he guided Pepsi into surpassing Coca-Cola's market share in Romania in 2011, he quickly moved to OgilvyOne as Account Director. After spending a year earning 13 Ermis Awards for Nestlé, he joined Socialab as Partner and Business Unit Director. He is currently responsible for more than 45 global and national brands, most of which trust Socialab with their digital marketing accounts, while others employ it as their advertising agency. He has won numerous awards and the hearts of clients. He is also an adjunct instructor for digital marketing at ALBA Graduate Business School and has trained more than 800 executives in Social Media Marketing.



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**Manos Valasis** first went online in 1994 and hasn't disconnected since. His first work experience was in the Telecoms sectors, at its infancy in the early 00s, researching and developing for a telecoms provider. Later on, he moved to Brussels in order to lead the lobbying efforts of students towards the European Commission and the European Parliament and other major institutions and companies. After delivering training sessions in 21 different European countries, he came back to Greece to apply his experience in the fastest-growing online sector – that of digital marketing – working for OgilvyOne. In 2014, he became the General Manager of Sociallab, having the challenging task of organizing the projects of 40+ executives daily.



**Danae Skafida** has graduated from Athens University of Economics and Business.

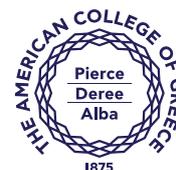
She is the PR Manager at Sociallab, in charge of the Public Relations for both the agency and its clients. She handles the Press, both industry and general, as well our relations with celebrities, influencers, bloggers and all kinds of advocates in events, video shoots and endorsements. Formerly, she worked for Ikon Porter Novelli, for clients like OPAP, Red Bull, Reckitt Benckiser, Henkel, Pernod Ricard etc.



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# General Information

**Language:** All lectures are conducted in Greek, with english presentations

**Duration:** Fifteen class meetings, two times per week (18:00 - 21:30).

Extra 53 hours Online Tutorials.

**Classes start:** May 22, 2017

**Tuition and Fees:**

**Full Fee:** €1.275

**ALBA Corporate member:** €1.020

**ALBA/ACG Alumni:** €892

**Early bird discount 20%:** Ask more info

**Deadline for applications:** until all available positions filled

**Venue:** ALBA Graduate Business School, 6-8, Xenias Str., Athens

**Contact person:** Vivian Papazoglou

**e-mail:** dm@socialab.gr

**tel:** +30 211 8006402

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