

JOINING THE REVOLUTION IN MARKETING

PROFESSIONAL DIPLOMA
**IN DIGITAL
MARKETING**

powered by



digital
marketing
institute





An innovative, 110-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 **24 successful cycles** and has managed to train more than **960 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 **110-hour long program**, specifically tailored to the needs of:

- Marketing Executives, Managers, Senior Management
- Business owners
- Anyone responsible for developing and/or implementing a digital marketing strategy for their organization
- Anyone looking to pursue a career in digital marketing

This course benefits various levels of skill and experience, and will empower you to maximize the impact of your marketing with powerful digital tools.

▶ Learning Objectives

Throughout 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.

▶ 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:**

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 (3h)**

The goal of this introductory session is to attune participants to what marketing management is. This is accomplished with 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.

- **Introduction to Digital Marketing (3.5h)**

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.

- **Search Engine Marketing (SEO) (3.5h)**

Learning how your website can be placed higher

in the Google organic results through examples and optimization techniques.

- **Search Engine Marketing (PPC) (6.5h)**

Learning how to set up a Google Adwords campaign to bring targeted traffic to your website, while not breaking the bank.

- **Email Marketing (3h)**

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.

- **Digital Display Advertising (3.5h)**

Practice how to use web banners, learn what they offer and which platforms are the most suitable to set up a banner campaign.

- **Social Media Marketing (9h)**

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.



- **Mobile Marketing (3h)**

Frequent use of smartphones requires a necessary know how on creating campaigns that can bring results on mobile.

- **Analytics (5.5h)**

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.

- **Digital at the service of Marketing (3h)**

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.

- **AdTech (1.5h)**

AdTech is short for "advertising technology" which refers commonly to all technologies, platforms and services used for delivering, controlling and targeting online ads and native content.

- **MarTech (2h)**

MarTech is short for "marketing technology" used for the in-house technologies that a firm will have to support its efforts, like CRM, Customer Intelligence, Data Mining.

- **Digital PR (3h)**

This course provides an overview of the public relations field, emphasizing the strategic role of digital PR management in achieving long-term business goals. You'll study the case examples and theoretical concepts that inform DPR best practices. (3h)

- **Strategy and Planning (3.5h)**

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.



➤ Certifications

After completing the Professional Diploma in Digital Marketing, participants will receive certificate of attendance by ALBA Graduate Business School.

Additionally, participants who wish to hold a globally recognized degree will have the option to take the Digital Marketing Institute (DMI) exam.

➤ Exclusive 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 questions** or news concerning any issue or trends on digital marketing.

Moreover, participants will get exposed to **job announcements** from Socialab, which also offers recruitment services for its clients.

• Learning from the professionals (3.5h)

In order to profoundly understand the challenges, opportunities and Best Practices of Digital Marketing, participants will have the opportunity to learn from the best. During the session, corporate **“digital” executives from large Greek and multinational companies** will share their own stories and strategies about their journey in Digital Marketing.

• Online Tutorials (53h)

Supporting their online journey, we provide our participants with some extra online tutorials on different modules, in a total of 53 hours, to offer them **a more integrated knowledge of digital marketing**. The tutorials explore several aspects of the new digital marketing environment, including modules such as Analytics, Adwords, Search Engine Optimization, Strategy, Email, Display, Social Media and Mobile.

The attendance of the tutorials does not require any physical presence in classroom and can be carried out whenever the participants wish.





▶ Networking Events

Every 3 months, the Professional Diploma in Digital Marketing organizes a Networking Night, which invites all participants, previous and present, to get to know each other. The event offers great opportunities at a professional level, as all the guests are from the domain of digital marketing.

▶ Partners

Global Partner

Digital Marketing Institute

The Digital Marketing Institute is a higher education body in the Republic of Ireland and the world's **leading digital marketing and selling professional certification body**. Its network is growing with over 80 education partners in 100 countries.

Their syllabus defines the framework of knowledge, skill and competency required to meet the current and future demands of the Digital economy, and their practical, industry-driven qualifications are recognized as the international standard in Digital Marketing certification.

The Professional Diploma in Digital Marketing is the only Greek partner of the Digital Marketing Institute, basing its course material on it.

Throughout the course, participants will have the opportunity to take the exam of DMI, if they wish so.

Partnership Program

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 an 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, Analytics by Innews **offers 1 month of free trial use of the premium package, which includes unlimited searches and results.**

▶ Guest speakers

The session "Learning from Professionals" will be presented by executives from large Greek and multinational companies.

Alexandros Kostiroglou has been Volvo Car Hellas's Marketing Manager since 2011. From his post he oversaw all the marketing activities in the Greek market, which have resulted in the transformation of the traditional Swedish car manufacturer to a progressive premium brand. He started his managerial career with Toyota Hellas in 1998, as Corporate Affairs and PR Manager and later as Customer Communications Manager. From that post, he supervised all Toyota Hellas' CRM

and Customer Satisfaction activities. In 2004 he joined ALBA Graduate Business School as Marketing Director, where he managed ALBA's transition to its current Corporate Identity under the "Business Unusual" tag line. He later took over as Marketing & Communications Director of Renault Hellas and, after that, as Retail Group Marketing Director for SFAKIANAKIS Group of Companies. He studied Business Administration at AUEB and is an ALBA MBA Graduate.



The speaker will be announced soon.



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▶ 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, at the Journal of Product Innovation Management, Journal of Business Research, and European Journal of Marketing.

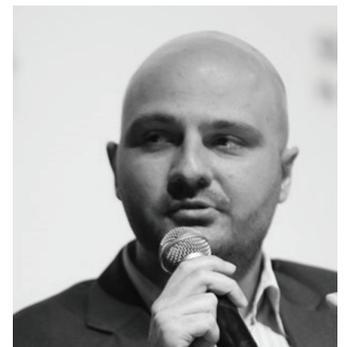
Dr. Koritos has previously taught the subject of Marketing at the Athens University of Economics & Business, DERE, Cyprus International Institute of Management, Greek Open University and Hellenic Management Association. He is an active member of scientific associations and reviewer for academic journals 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.



▶ 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 agency, 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. 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 actively works now.

Giannis' role as **Head of Digital Media** 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.



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 Socialab**, 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 Socialab**, in charge of the Public Relations for both the agency and its clients. She handles the Press, both industry and general, as well as 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.



➤ Affiliated Instructor

MaryLou Tzempelikou is a former offline & online journalist and a current social media enthusiastic. In all her jobs, she has combined her previous experience in journalism and love for the news & social media. She is a “**startup veteran**” and for the last years she has been working in the media monitoring field. She holds an MA degree in ‘Intercultural Communication with International Business’ from the University of Surrey.



Some of the participating companies

AbbVie
Accenture
Adidas
AdReport
Alchimica
Alpha Bank
Antenna Group
Asset Ogilvy Public Relations
Attica Bank
Avin
AXA
B2B Solutions
Barilla
Bodytalk
Bolton Hellas
Calzedonia
Cegedim
Celestyal Cruises
Chipita
Chiquita
Citibank
Colgate- Palmolive

Cosmote
Diageo
DoctorAnyTime
e-FOOD
Electra Hotels
Estee Lauder
Eurobank
Focus Bari
Folli Follie
Forthnet
Fox International Channels
FS Direct
Gap Pharmaceuticals
GlaxoSmithKline
Glowbox
Golden Deals
Goody's - Everest
Green Cola
H&M
Havas Media
Hellas
Hellas Online

Hellenic Parliament
Henkel
Herbalife International
Hilton Athens
Holmes Place
Hondos Center
Iaso Group
Imperial Tobacco
Interamerican
InternetQ
Intertech
Ismailos-Mercedes
Jumbo
Kafkas
Kariera
Knauf
Korres
KPMG
L'Oreal
Lambrakis Press
Leroy Merlin
Lexmark

General Information

Language: All lectures are conducted in Greek, with English presentations

Duration: Eighteen class sessions, two times per week (18:00 - 21:30).

Extra 53 hours Online Tutorials.

Classes start: November 16, 2017

Tuition and Fees:

Full Fee: €1,600

ALBA Corporate member discount 20%: €1,280

ALBA/ACG Alumni discount 30%: €1,120

Early bird discount 25%: Ask more info

Companies for 3+ participants extra discount 15%

Deadline for applications: until all available positions are filled

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

Contact person: Vivian Papazoglou

e-mail: dm@socialab.gr • **tel:** +30 211 8006402

Some of the participating companies

Lighthouse
Loumidis Coffee Shops
Mattel
McArthurGlen
MEC Medianetwork
Media - Saturn Hellas
Media2day
Melissa - Kikizas
Migato
Mindshare
Monster Energy
MSD
MullenLowe Athens
National and Kapodistrian University of Athens
National Bank of Greece
Navarino Telecom
Nestlé Hellas
NN Hellas
Novartis
Papastratos - Philip Morris International
PepsiCo

Pernod Richard Hellas
Pfizer
Philip Morris
Philips Hellas
Piaggio
Pizza Fan
Praktiker
Printec Group
Proto thema
Public
Rainbow Waters
Roche
Samsung
Santorini Secret Suites & Spa
Sarantis
SCA
Shop & Trade
Sidebar
Sony Hellas
Stavros Niarchos Foundation Cultural Center
Sugarfree

Takeda Hellas Pharmaceutical
TEMES
TGI Friday's
TravelPlanet24
Unilever
Vodafone
Vodafone
Βιοϊατρική
Γρηγόρης Μικρογεύματα
Εθνική Ασφαλιστική
Εθνική Τράπεζα
Εκδόσεις Μεταίχμιο
Ελληνικά Πετρέλαια
Οικογένεια Στεργίου
ΟΠΑΠ
Πετσιάβας
Φαρβασερβ - Lilly
Φίλιππος Νάκας