

JOIN THE REVOLUTION IN MARKETING

PROFESSIONAL DIPLOMA  
**IN DIGITAL  
MARKETING**

  
**Alba**  
Graduate  
Business  
School



Executive  
Development

In partnership with

  
**sociallab.**  
CREATING BUZZ, DELIVERING RESULTS.



*An innovative, 130-hour long training program suited for marketing professionals who want to join the revolution that is redefining marketing and is evolving through various channels in the Internet.*

## ➤ Program Identity and Scope

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Since its inception in March 2014, the program has already completed **41 successful cycles** and has trained more than **1800 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

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The Professional Diploma in Digital Marketing is a **130-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

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Throughout the Program, participants will be able to:

- Focus on current trends and best practices in digital marketing.
- Acquaint themselves with 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

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The program achieves its objectives with dynamic lectures, case studies and 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

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The Program is structured around the following courses:

- **Marketing before Digital (3.5h)**

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. Participants will develop a brief but vivid understanding of the role of marketing and its workings.

- **Digital Marketing Foundations (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.

- **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.

- **Display and Video 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 (6h)**

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.

- **Content Marketing (3h)**

This module will enable you to develop the knowledge and skills to plan and execute a content marketing strategy in a persona-oriented, data-driven way - informed by business objectives, aligned with the buyer journey and your overall marketing strategy.



- **Paid Search (3.5h)**

This module will enable you to develop the knowledge and skills to implement and manage paid search campaigns. You will learn how to create Google Ads campaigns, manage budgets, and report on their performance.

- **Website Optimization (3h)**

This module will teach you how to build and publish a well-designed, high performing and optimized website that is aligned to your business goals.

- **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

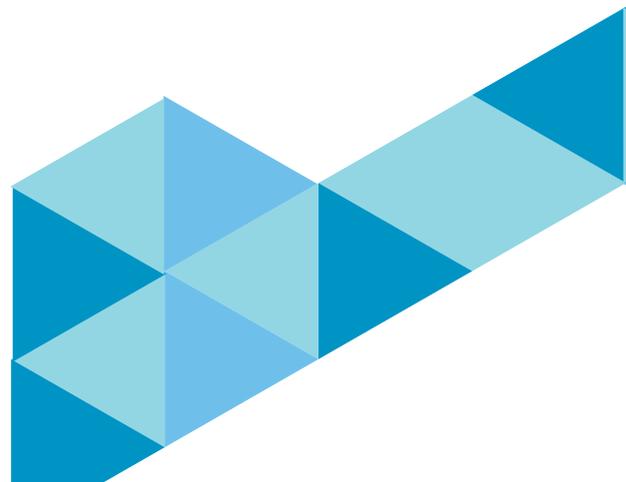
of designing and presenting a digital marketing campaign.

- **Digital Transformation Tools (7h)**

Marketing and Advertising are business roles that are still changing rapidly. Beyond digital marketing and advertising, more tools are becoming available throughout the world that will change not only how brands communicate with consumers, but will also allow the automation between all business operations and marketing communications.

- **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 adhere to DPR best practices. (3h)





### • Programmatic (3h)

Effectively capturing the attention of consumers in today's digital ecosystem is no easy task. And that's where Programmatic Advertising can change the game by offering options that were before unheard of in any medium. Programmatic advertising is the automated buying and selling of online advertising, as well as the automated way of developing media creatives. This automation makes transactions efficient and more effective, streamlining the process and consolidating your digital advertising efforts in one technology platform.

### • 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.

### • 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 (61h)

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.

## ➤ Digi-Day

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The goal of digi-day is to attune participants to what marketing strategy is. During this session participants have the opportunity to develop and structure a meaningful methodology using digital marketing tools and techniques as they have been taught throughout the course. By working in teams, they undertake the resolution of a real life case study (6h)

## ➤ Certifications

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

## ➤ Exclusive Support

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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.



## ➤ Networking Events

Every 4 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

### Partnership Program

#### Analytics by Innews

**Analytics by Innews** (<http://analytics.innews.gr>) is a Greek online platform that monitors the greatest part of the web in Greece (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.**



# Scholarships

## Alba Scholarships for studies to Professional Diploma in Digital Marketing

Alba Graduate Business School, The American College of Greece, in a continuous effort to support education and personal development, is offering scholarships of 20% to PPDM Alumni for the academic year 2020-2021, to the following programs :

- MSc in Business for Lawyers
  - MSc in Entrepreneurship
  - MSc in Finance
  - MSc in International Business & Management
  - MSc in Marketing
  - MSc in Shipping Management (full time mode and part time mode)
  - MSc in Strategic Human Resource Management
  - MSc in Tourism Management (full time mode and part time mode)
- 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.

The full tuition cost for the MSc programs is €12.500 and the deadline for the submission of applications is June 30th, 2020. The admission requirements for applying to above-mentioned academic programs are presented below:

Admission Criteria:

- Bachelor degree
- PPDM Diploma
- Proof in Competence in English language

Required documents:

- ALBA's application form through website
- Three Essays
- A certified copy of their Bachelor's degree.
- Official Academic transcripts from each under-

graduate, graduate or professional school attended.

- Two letters of recommendation (ALBA accepts recommendation letters either in Greek or in English language).
- Evidence of fluency in the English language. Candidates are required to hold the Proficiency (Cambridge or Michigan or Michigan State University (MSU)) or take the TOEFL (the required score is 100 or above - ALBA code 0942), or the IELTS (the required score is 7.0 or above), or a Bachelor's degree from a university that all courses were taught in English.
- Receipt of the non-refundable application fee's deposit: After the online submission of your application, you will receive via email a unique banking ID & further instructions for the payment of the non-refundable application fee of €60. The process of issuing your banking ID takes 3-4 working days, right after the online submission of your application. Applicants who will not proceed with the payment of the application fee, they will not receive the final decision for their application from the respective academic program.

Note that the evaluation of applications and the final selection will be made from Alba Graduate Business School, The American College of Greece. All applicants need to meet the eligibility criteria of the program they apply for and to go through the standard admission procedure and personal interview.

For more funding opportunities , please visit Alba's website or contact **Ms. Lila Efstathiadi tel. 2108964531 ext. 2283, lefstathiadi@alba.acg.edu.**



# ▶ Previous speakers include

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

## The speakers will be announced soon.



George Kondos



Dionyssis Moutsatsos



Angeliki Papadopoulou



Spyridoula Drakopoulou



Markos Fragouloupoulos



Christos Chatziioannou



Deppie Papazoglou



Maria Doukaki



Kleopatra  
Psilogiannopoulou



Alexandros Kostiroglou



Panos Ismailos



Emmanouil Exarchoulakos



## ▶ 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.



## ▶ Instructors

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**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 1,500 executives since 2011.



**Giannis Arbis** has a background in political communication. He has participated in campaigns of elected MPs and has worked for the offices of state officials. He soon came to appreciate the value of digital communications and decided to work in the private sector. He switched from politics to marketing for a startup in the tourism industry where he managed PPC and SEO projects. As time progressed, his expertise and need to continue to evolve brought him to the Socialab / Monogram group of companies. He is currently the **CEO of Monogram**.

**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 Sociallab as Partner and Business Unit Director**. He is currently responsible for more than 45 global and national brands, most of which trust Sociallab 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.



**Marianna Stathopoulou** has always demonstrated a strong passion for Advertising and Technology, so she decided to combine both, by studying at the Department of Management Science and Technology of AUEB. This was the first time she got involved in the world of Digital Marketing. Since her early days as a Media Intern, she knew that Digital Marketing would be the ideal career path for her. She is currently working as a **Senior Media Manager at Sociallab**, having managed demanding projects with international impact throughout her career, for clients such as Anytime Online, Costa Navarino, Septona, ZeniΘ, Bank of Cyprus, P&G etc. As a professional who is always striving for the best, Marianna has extensive experience in training a noticeable amount of new executives, providing them with the optimal support to help them evolve in their chosen career.



**Elias Manos** is a Digital Marketing Strategist with **more than 12 years of experience in the field of digital marketing**, with extensive experience working both client side and within the agency environment. Some of the clients that he has worked for include: Olympic Air, International Olympic Academy, European Cultural Centre of Delphi, Wind Hellas, SuperFoods, Gregory's, UNHCR and ALBA Graduate Business School. He specializes on the practical implementation of new digital technology to drive improvements in customer experience and revenue through the effective use of Social Media, PPC, SEO, Content Marketing, Video Marketing, Email Marketing and Web Analytics in on-line campaigns. Since 2012, he has focused his interest on **Performance Marketing**, managing **PPC campaigns** and **SEO campaigns** for more than 100 clients in Greece and abroad with outstanding results.



**Ifigenia Georgali** works as an Account Director at Socialab. She is in love with advertising because she finds extremely compelling the way advertisements manage to tell big stories in such little time. She is passionate about new technologies and the way Social Media have completely changed the way people communicate and express themselves nowadays. Addicted to Social Media, she started using them manically in 1996 and has never stopped ever since. Fascinated with learning, she holds two Master's Degrees in Marketing, the latest one in Digital Communication and Social Media. She has formerly founded a boutique digital agency and worked for McCANN Athens as an Account Director. Both a strategic and a creative thinker, she has worked in Digital, as well as 360 projects, with clients such as Coca-Cola, Nestlé, Microsoft, Mastercard, Leroy Merlin, Henkel, Wella, UNHCR, Praktiker and many more.



**Kostas Katsibokis** is the Direct Business Deputy Manager at Anytime Online, managing digital marketing and e-commerce functions. He is also co-leading Anytime's digital transformation plan which includes the development of the agile way of working and the integration of digital technology into all areas of the business. Before joining the administrative team of Anytime Online in 2010, as Head of Digital, he was leading the Internet Marketing Dept. of Interamerican since 2007, after having worked as a Marketing & Communications Executive in the insurance sector. He holds an MPhil from Strathclyde Business School at the University of Strathclyde in Glasgow.

**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.



**Tina Ferentinou** is a senior executive with a wide experience in the Advertising and Media industry, graduate of the Athens University of Economics and Business. Tina joined DPG Digital Media in 2011 following a business journey of more than 15 years serving executive positions in leading advertising agencies, such as Leo Burnett, Ashley Worldgroup etc. Currently she holds the position of CCO of DPG focusing primary on the company's commercial and business development in the demanding and dynamically growing digital landscape. She is also a member of IAB Greece Management Committee.



**George Veinoglou** is a software analyst and project manager in a wide variety of software business applications. He is focused on designing and implementing IT products and solutions to various business sectors and managing high performance teams. He participates in ICON Platforms as commercial manager. George studied econometrics, computer science and management of technology and entrepreneurship strategy.





**Fay Karra** has graduated from the National and Kapodistrian University of Athens. She is the PR Manager at Socialab, in charge of the Public Relations for both the agency and its clients. She handles the Press, as well as relations with celebrities, influencers, bloggers and all kinds of advocates in events, video shoots and endorsements for the majority of the company's clientele. She formerly worked for Deluxe Entertainment, with clients like VS Hospitality Group, Semeli Group, Karoulas, etc.



**Dimitris Kaltsas** (MSC in Applied Statistics), is passionate with web campaigns, web analysis and always seeking the unique idea. He possesses two crucial skills: a strong background of Statistics and Analysis and a very good knowledge of Search Engine Marketing and Web Analytics. His research due his Postgraduate Program was in Data Mining in web traffic & stream clicks, providing him with high level expert skills and in-depth knowledge on this specific field. He builds and optimizes paid search campaigns in Google Adwords, research and generate keywords using keyword tools, set up test campaigns and develop strategies for PPC advertising. He analyzes bidding strategies, click - through - rates, conversion rates, ad positioning in order to maximize ROI and ROAS. He is awarded for: • Best Digital Multi-Channel Campaign • Best Paid Search Campaign • Best Performance in Finance Services • Best Use of Data



**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 media monitoring field. She holds a MA degree in "Intercultural Communication with International Business" from the University of Surrey.

## General Information

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

**Duration:** Twenty class sessions, thrice a week (18:00 - 21:30).

**Digi-Day** takes place only once throughout the course, on a Saturday.

**Extra 53 hours Online Tutorials.**

**Classes start:** : 10 June, 2020

**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 for more info

***Companies for 3+ participants extra discount 15%***

**Most positions are booked long before the class starts, so reserve your seat early.**

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

**Contact person:** Elena Kontiza

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

## Some of the participating companies

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AbbVie	Colgate-Palmolive	Hellenic Parliament
Accenture	Cosmote	Henkel
Adidas	Diageo	Herbalife International
Alchimica	DoctorAnyTime	Hilton Athens
Alpha Bank	e-Food	Holmes Place
Antenna Group	Electra Hotels	Hondos Center
Asset Ogilvy Public Relations	Estee Lauder	Iaso Group
Attica Bank	Eurobank	Imperial Tobacco
Avin	Focus Bari	Interamerican
AXA	Folli Follie	InternetQ
B2B Solutions	Forthnet	Intertech
Barilla	Fox International Channels	Ismailos-Mercedes
Bodytalk	Gap Pharmaceuticals	Jumbo
Bolton Hellas	GlaxoSmithKline	Kafkas
Calzedonia	Glowbox	Kariera
Cegedim	Golden Deals	Knauf
Celestyal Cruises	Goody's - Everest	Korres
Chipita	Green Cola	KPMG
Chiquita	H&M	L'Oreal
Citibank	Havas Media Online	Lambrakis Press
Leroy Merlin	Papastratos - Philip Morris International	Stavros Niarchos Foundation
Lexmark	PepsiCo	Sugarfree
Lighthouse	Pernod Richard Hellas	Takeda Hellas Pharmaceutical
Loumidis Coffee Shops	Pfizer	TEMES / Costa Navarino
Mattel	Philips Hellas	TGI Friday's
McArthurGlen	Piaggio	TravelPlanet24
MEC Media Network	Pizza Fan	Unilever
Media - Saturn Hellas	Praktiker	Vodafone
Media2day	Printec Group	Βιοϊατρική
Melissa - Kikizas	Proto thema	Γρηγόρης Μικρογεύματα
Migato	Public	Εθνική Ασφαλιστική
Mindshare	Rainbow Waters	Εθνική Τράπεζα
Monster Energy	Roche	Εκδόσεις Μεταίχμιο
MSD	Samsung	Ελληνικά Πετρέλαια
MullenLowe Athens	Santorini Secret Suites & Spa	Οικογένεια Στεργίου
National Bank of Greece	Sarantis	ΟΠΑΠ
Navarino Telecom	SCA	Πετσιάβας
Nestlé Hellas	Shop & Trade	Φαρβασερβ - Lilly
NN Hellas	Sidebar	Φίλιππος Νάκας
Novartis	Sony Hellas	