JOIN THE REVOLUTION IN MARKETING

# PROFESSIONAL DIPLOMA IN DIGITAL MARKETING

Alba Graduate Business School

The American College of Greece – Pierce – Deree – Alba – 1875

Executive Development

In partnership with

socialab. 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

Since its inception in March 2014, the program has already completed **45 successful cycles** and has trained more than **1,800 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 **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

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

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

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 & Influencer Marketing (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 61 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.

• **E-Commerce Conversion (3h)**

Discover the greatest eCommerce hacks used by global and Greek e-shops that convert you from a one-timer to a loyal and ever-returning consumer.

## Digi-Day

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

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

## 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.

# 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, 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.

# Instructors

**George Anagnostopoulos** is a serial entrepreneur. His current ventures include 4 media/tech businesses in 3 countries, one budding startup, and the ad agency he is most known for, **Socialab**. He has been honored twice to be a national **winner in the European Business Awards and ACQ Global Awards.**

As the Founder and President of Socialab, a digital-first **advertising agency**, George oversees its growth along with the management team. The company, having started from 1 person, has reached maturity and recognition in the Greek market, with personnel of 55 executives and more than 90 active brands as clients at any time during the last years, while being in the Top 20 of Ad Agencies in Greece.

Mr. Anagnostopoulos started his career as a teenager in 1994, when he co-founded the first Greek "webzine" and created digital content. In 1997, he started evangelizing online marketing across magazines and websites in the US, Australia and the UK, where he was based. 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 joined the digital branch of global advertising group Omnicom.

In 2003, he started a business providing content for the Southeast European Times, a journal mainly targeted to diplomats and politicians in the Balkans area, which was sponsored by the Pentagon (United States European Command, EU-COM) and he continued for 5 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 Amaze, a Greek mobile marketing agency. After he became General Manager, the company was acquired by the Vardinogiannis family, in the largest-ever acquisition in the Mobile VAS industry.

In 2009, he founded Socialab, a digital-first **advertising agency**. Starting from one person, Socialab had worked its way up from smaller accounts to brands like Lidl, Coca-Cola, Anytime, Sarantis, Lego, Cosmote, Wella, Papadopoulou and RB. In his tenure as Socialab CEO, the agency earned more than 40 awards and accolades in the Greek market, and 5 awards in competitions across Europe.

Today, Mr. Anagnostopoulos is a Course Director on Digital Marketing in the Executive Development at ALBA Graduate Business School. He teaches Digital Transformation at professional and postgraduate level, including MBA and MSc. He has personally trained more than 2,500 executives since 2011, across all courses. He is a frequent speaker at open conferences and company events, as well as a frequent judge at business and advertising.

**Fay Karra** has graduated from the National and Kapodistrian University of Athens. She is the PR Director 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, Karoulias, etc.

**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 Socialab.**

**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 **Head of Media at Socialab**, 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.

**Tasos Veliadis** has been **Socialab's Chief Strategist** since 2012.
He has created strategies for quite a few successful campaigns, both in a digital-only or a 360-campaign environment for more than 100 brands including Lidl, Mattel, Lego, Durex, Wella, Epirus and more.
With his 17-person team, he designs and executes new campaigns which inspire consumers to share content and video almost every week.
His first steps in Digital Marketing started as a blogger before joining a digital agency in 2008. In his first 3 years, his campaigns received more than 10 awards internationally. Since 2012, he has been creating the ideas behind some of Socialab's best results, including international distinctions and accolades.
He is one of the most applauded presenters in Greece, with speaking engagements that range from TEDx to annual conferences around marketing, like All Things Facebook and the Social Media Conference. For the last 5 years, he has been a judge at Ermis Awards, and has brought in European advertising awards for his team and company. As he likes to say, he may be the Chief, but to him Content is King!

**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, a pioneer company in loyalty and relationship management, offering customers some of the latest technologies focused on enterprise gamification solutions, aimed to increase employee and customer engagement, using behavior psychology and techniques that make games fun, challenging, interesting and engaging. With TALOS, own, flexible technology and strong R&D, ICON Platforms offers international clients in 32 countries, access to powerful digital technologies. George studied econometrics, computer science and management of technology and entrepreneurship strategy.

**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

**Thomas Katakis** is an experienced professional at 5 blue-chip companies with 15 years knowledge in commercial growth, omni-channel development and brand management in diverse business environments: eCommerce, Mass Market, Retail, Pharmacy. The above are complemented by a strong entrepreneurial background, skills and mentality as the co-founder at 3 start-ups. He has a proven track-record in growing businesses, leading commercial teams and implementing 360 campaigns across multiple touchpoints in regional and international (Eastern Europe, Balkans) roles.

**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.

# 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**.

# Previous speakers include

*The speakers change every 6 months, and they will be announced near the end of your course will be presented by executives from large Greek and multinational companies.*

## This is a review of recent speakers that honored us with their presence.

George Kondos

Optima

Dionyssis Moutsatsos

EngageYa

Angeliki Papadopoulou

Nestlé

Spyridoula Drakopoulou

Google

Markos Fragoulopoulos

INTERAMERICAN

Christos Chatziioannou

24 MEDIA

Deppie Papazoglou

24 MEDIA

Maria Doukaki

Kleopatra Psilogiannopoulou

sportingbet.gr

Alexandros Kostiroglou

VOLVO

Elpidoforos Papanikolopoulos

Eurobank

Eleni Anagnostopoulou

NYX PROFESSIONAL MAKEUP

Panos Ismailos

George Vellidis

COSTA NAVARINO

Emmanouil Exarchoulakos

ZēniΘ

# General Information

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

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

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

**Mode of delivery:** The Program is delivered remotely via synchronous learning

**Extra 61 hours Online Tutorials**

**Classes start:** : 15 February, 2021

**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

AbbVie
Accenture
Adidas
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
Leroy Merlin
Lexmark
Lighthouse
Loumidis Coffee Shops
Mattel
McArthurGlen
MEC Media Network
Media - Saturn Hellas
Media2day
Melissa - Kikizas
Migato
Mindshare
Monster Energy
MSD
MullenLowe Athens
National Bank of Greece
Navarino Telecom
Nestlé Hellas
NN Hellas
Novartis
Colgate-Palmolive
Cosmote
Diageo
DoctorAnyTime
e-Food
Electra Hotels
Estee Lauder
Eurobank
Focus Bari
Folli Follie
Forthnet
Fox International Channels
Gap Pharmaceuticals
GlaxoSmithKline
Glowbox
Golden Deals
Goody's - Everest
Green Cola
H&M
Havas Media Online
Papastratos - Philip Morris International
PepsiCo
Pernod Richard Hellas
Pfizer
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
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
Stavros Niarchos Foundation
Sugarfree
Takeda Hellas Pharmaceutical
TEMES / Costa Navarino
TGI Friday's
TravelPlanet24
Unilever
Vodafone
Βιοϊατρική
Γρηγόρης Μικρογεύματα
Εθνική Ασφαλιστική
Εθνική Τράπεζα
Εκδόσεις Μεταίχμιο
Ελληνικά Πετρέλαια
Οικογένεια Στεργίου
ΟΠΑΠ
Πετσιάβας
Φαρβασερβ - Lilly
Φίλιππος Νάκας