



NEW YORK COLLEGE
EUROPEAN & AMERICAN EDUCATION

DIGITAL MARKETING DIPLOMA



Connect the dots... in **100** hours!





LEVEL 2
LIFELONG LEARNING CENTER
NEW YORK COLLEGE

IS HOSTING
an educational program,
themed

DIGITAL
MARKETING
DIPLOMA

The aim of **Digital Marketing Diploma** is the complete training of the program's participants in the techniques of online marketing. All participants shall have the chance to be trained both on a theoretical level, through classes and hands-on, through workshops (labs). In addition, case studies in the Greek and global markets shall be studied throughout the course, as well as Digital Marketing Strategy, Social Media, Performance Marketing, A/B testing, Digital PR and Google Analytics.

The course's **duration** is **100 hours** in total and shall run based on the blended learning model: **55 hours of face-to-face tutoring**, in classrooms and labs, and **45 hours of distance learning** via asynchronous e-learning training.

Each module is carried out through the students' involvement in a vast array of **interactive activities** and includes a **theoretical introduction-presentation, application exercises and one evaluation test**.

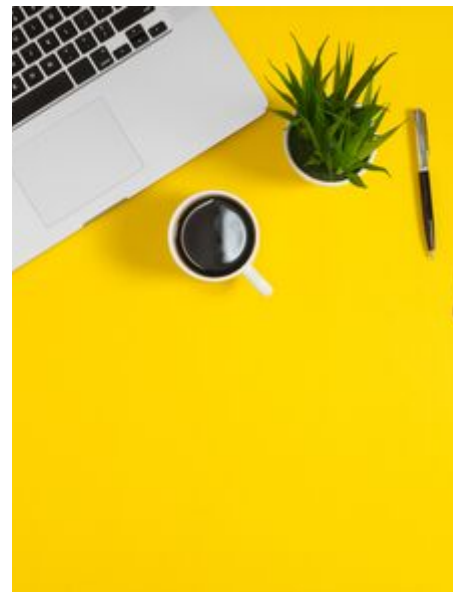
All participants shall receive a certificate of attendance issued by the New York College.

EXPECTED BENEFITS:



After the course's **completion**, the participants will have enhanced the **skills** listed below:

- Knowledge of digital marketing's **fundamentals**
- Experience in the setup of **Google AdWords** and **Facebook/Instagram campaigns**
- Ability to measure effectiveness through **Google Analytics**
- Elaboration of **digital strategy**
- Ability to send out targeted **newsletters**
- Experience in **Digital PR/Influential Marketing**
- Experience in creating purposeful **Social Media content**
- Familiar with the **A/B testing** and evaluation of relevant results





PROGRAM'S AUDIENCE

The course is suited for senior executives, working in Advertising and Marketing and who wish to deepen their knowledge in digital marketing, and for Financial Services' Managers, Sales Managers, executives and professionals who wish to start a career in the field of Digital Marketing, business owners, self-employed individuals who are interested in promoting their services or products digitally, students etc.

**Digitally
forward
creative.**





PROGRAM'S CONTENT

Foundation: A new digital era (3 hours in class)

- Program
- Presentation
- Program structure
- Vision
- Targeting
- Positioning
- Goals

Introduction (3 hours in class):

Analytical presentation of the structure and the content of the course, the benefits and the prospects of working in the field. Participants shall become familiar with the basic terminology used in Digital Marketing and shall be presented with the tools and the methods for the configuration of the optimal and most competitive plan. More specifically:

- | | | |
|-------------------|-----------------------|-----------------|
| • Terminology | • Viewable Impression | • Cookies |
| • Funnel | • PPC | • Remarketing |
| • Organic vs Paid | • Publisher | • Landing Page |
| • Click | • Visit URL | • Split Testing |
| • Buyer's Journey | • UI/UX | • Push vs Pull |
| • Impression | • Conversions | • Branding |
| • Ad Blockers | • Campaign | • Performance |

Display (3 hours in class):

The selection and the use of the most appropriate banner and video ads in the Digital environment, presented in a practical manner. All platforms and placements shall be presented and analyzed (emphasis in Google Display Network, direct display and YouTube) and the pros and cons of every advertising type shall be examined. Additionally, the course will cover and examine the cases of real-life brands:

- Digital Display Campaign Process
- Definitions
- Terminology & Mechanics
- Ad Formats & Challenges
- Campaign
- Configurations: Targeting & Tracking
- Analysis: Measuring & Optimisation
- Trends
- More Resources



SOCIAL MEDIA (6 HOURS IN CLASS):

Introduction: The most popular social networks used by businesses and how businesses engage on these accomplish their objectives.

- Introduction to Social Media Marketing
- Introduction to Social Networks

Optimizing Your SoMe Profiles: the elements you should focus on for every network and the best practices to keep in mind.

- Intro: Best Practices for Optimizing Social Media Profiles
- Twitter Business Profile & strategic best practices
- Facebook Pages Profile & strategic best practices
- LinkedIn Company Page
- Instagram Business Profile
- YouTube Profile Settings

Social Media Strategy: Goals, Objectives, KPIs, defining brand persona and tone of voice, incorporating content marketing into a social context.

- What Is a Social Media Strategy?
- Setting Strategic Goals
- Tactical Best Practices

Growing Your Advocate Community: Community building fundamentals and the benefits of different social networks from a community-building perspective.

- Community Building Fundamentals
- Engaging, Growing and Leveraging Your Social Media
- Engaging with Influencers and Advocates
- Best Practices for Growing Community Across Social Media Channels

Content Marketing: how to craft a content strategy, best practices for content creation.

- Creating a Content Strategy for Social Media
- Content Curation and Creation for Social Media
- Instagram Content Creation
- Best Practices for Sharing Across Networks
- Best Practices for Sharing Video Content

- **Live tutorial:** Learn the basics of content video & image creation: Quick, Unfold, Canva, Lumen5.

• Exercises:

- 1) Choose a brand and then think of an engaging co-creation idea that the brand “starts” and the consumers have to “finish” and vice versa. Discussing each approach to see which is the most original, creative & compelling.
- 2) Pick three brands from a certain list & visit each Facebook page. Discussing how much of it is the same across each brand. What, if any, unique content is there?
- 3) Create an idea for a brand to appear on Instagram that utilizes its content-lifespan (15sec for a story for 24 hours) in a unique way.

• Homework:

Create a draft Social Media content Strategy Social Advertising: Lets go to the next level with paid social media advertisements.

- Using Social Ads Effectively
- Ad

Facebook Ads (3 hours lab): during the 3 hour lesson in class, the student acquires all the technical training needed to create ad campaigns on Facebook and other affiliate channels (Instagram-Messenger, etc). Also, he will be familiar with all digital metrics and techniques for evaluating and optimizing campaign performance. In addition, the student will be able to apply all appropriate campaign creation while practicing to real market conditions.

PPC (3,5 hours in class & 3 hours lab): The course is designed for anyone who wants to learn what it takes to become a pay-per-click specialist. You will learn what PPC really is and how it works. You will also learn the part of a Google Ads PPC account, like keywords, ad groups, bid strategies and key PPC metrics.

- Introduction to ppc creating and setting up of Google Ads account
- Account Structure
- Keyword Research
- Ad groups organization
- Keywords Match type
- Negative Keywords
- Bidding Strategies
- Writing compelling Ads
- Ads Extensions
- Budgeting
- Campaign Monitoring
- Conversion Tracking
- Google
- Analytics for PPC

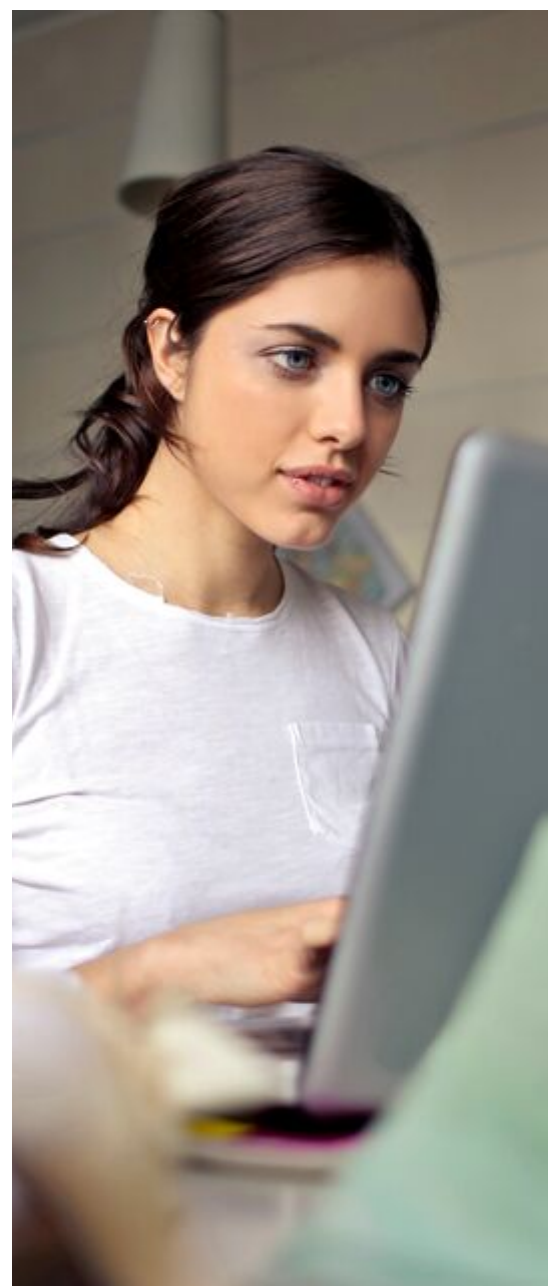
SEO (3 hours in class): The course is created with main focus to understand how search engine works and how you can improve the presence of a website. Learn the main parts of search engine optimization such as technical, onsite & off-site optimization, how search engines understand your website and what they value most.

Google Analytics (3,5 hours in class & 3 hours lab): The course covers primarily Google Analytics for measuring website traffic. Learn how to analyze the audience visiting your website, define the acquisition channels, create and understand behavior reports for your website's visitors and set up goals and campaign tracking.

- Intro
- Account Property View Settings
- Exploring data
- Creating and editing dashboards
- Audience Reports
- Acquisition Channels
- Behavior of Users
- Conversion Tracking
- Attribution
- Custom report

E-mail marketing (3 hours in class): The module shall cover the most appropriate tools used for a newsletter's drafting and content creation, the selection and modification of the appropriate target group, each time, depending on the campaign we wish to promote. A real-life case study shall be carried out: the case of Barrack Obama, with its optimal selection of e-mail strategy and its amazing results:

- Introduction
- Email Marketing Methods
- Email Marketing Process
- Subscriber Management
- Newsletter Content & Design
- Delivery Management
- Reporting & Analysis
- Integrate Email and Social Media



DIGITAL PR (3 hours in class): Digital Public Relations is a powerful tool that will enhance your corporate communications further, faster, wider, cheaper and more interactive, something that would otherwise be impossible to do in the traditional public relations.

The Digital PR course will focus on the following issues:

- History of PR
- Definition of PR
- Digital vs Traditional PR
- Digital PR pros
- Report Monitoring
- Management of Reputation
- Crisis Management
- PR Strategy & Social Media
- Influencers
- Case Studies



Digital Strategy (3 hours in class): The purpose of this module is to provide insight into the ways in which a brand can achieve competitive advantage, by selecting the appropriate tools and methods for the drafting, preparation, enhancement and organization of a marketing plan:

- Introduction
- ZMOT
- Funnel
- Where is Digital
- Marketing now in Greece
- Strategy & Planning process
- Approach
- Audience
- Activities

GDPR in Digital Marketing (3 hours in class): Under GDPR businesses are forced to re-think the way they conduct their activities, especially when using personal data in the digital environment. The GDPR course will focus on the following issues:

- Principles relating to processing of personal data
- Rights of the data subject and obligations of the controller/processor
- E-Privacy
- Regulation: The proposal for a Regulation on Privacy and Electronic Communications
- European Court of Justice case law
- Case Studies
- Conclusions

A/B TESTING & GOOGLE OPTIMIZE (6 HOURS IN CLASS & 3 HOURS LAB):

Learn how to deliver a personalized experience that works best for each customer and for your business:

Optimization Basics

- What is website optimization and why is it important
- Good UX means better business
- From UX review to personalization

A/B Testing Essentials

- What is A/B testing
- Why A/B testing
- What to test
- Types of experiments: when to use
- A/B testing process
- Do it right (Dos and Don'ts)
- A/B test examples in the banking sector

The Power of Personalization

- What is personalization
- Benefits of personalization
- Stages of personalization
- 3 use cases in financial industry

Google Optimize in Depth

- What is Google Optimize and why to use it
- Google Optimize vs other A/B testing tools
- How to set up test in Google Optimize
- Experiment targeting
- How to get insights from report in Google
- Optimize
- Demo

Asynchronous online training: 45 hours

The e-learning material is structured to provide autonomy and flexibility in relation to the place, time and pace of learning. Includes:

- Examples and case studies to draw on the experience of trainees and to better understanding the teaching material
- Catalogs of bibliographical references, suggestions for further study, and guidelines for finding additional sources

EVALUATION:

In order to receive the **ATTENDANCE CERTIFICATE** upon completion of the program, participants must meet the following requirements:

- Have attended at least 90% of the program
- Have submitted a project (individual or group) at the end of the course

LECTURERS:

Iliana Niaskou: Graduate of the Department of French Language and Literature, Faculty of Philosophy of the NATIONAL KAPODISTRIAN UNIVERSITY, with 15 years of teaching experience. Experienced Executive Assistant with more than 10 years of wide-ranging experience in Operations Coordination, Policy & Communication, Office Management, Personal Assistance at the Hellenic Ministries of Culture & Sports, Development, Economy & Finance in Greece. Skilled in Hospitality Management, Hotel Management, Hospitality Industry, Digital Marketing, Reputation Management, Social Media Marketing, and Public Relations with a Master's degree (MSc) in Hospitality and Tourism Management from UNIVERSITE LUMIERE LYON II, (France) and HELLENIC OPEN UNIVERSITY (Greece). Member of International Federation for IT and Travel & Tourism (IFITT). She currently works as a Coordinator of the Department of Hospitality and Tourism Management and the programs of the University of Toulouse Capitole 1 of the NEW YORK COLLEGE.

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 digital media, and overseeing performance projects. As time progressed, his expertise and need to continue to evolve brought him to Socialab and then to the founding of Monogram, where he works to this day. His projects span across the globe, since his clients target audiences both in Greece and abroad, so one can say that he really has an international career.

Dimitris Pizanias is a Mathematician with a passion for digital campaigns. He loves monitoring digital analytics and he is always seeking the highest performance in the campaigns he oversees. The last five years, he has monitoring the campaigns of two financial organizations, Eurobank & Anytime Online, handling a multi-million budget per year. A regular day at work includes setting up PPC campaigns, creating reports with forecasts, optimization, and ROI. On a more long-term basis, Dimitris is also in charge of creating advanced SEO campaigns. Providing overall revenue performance reports for multiple channels including PPC, Organic and Direct traffic, email, and social media also comes with the job. A vital part of his job is to take action and make recommendations to increase traffic, conversions and ultimately revenue. For 2019 Eurobank was awarded as Performance Brand of the year at Peak Awards powered by Google.

Marianna Stathopoulou: Senior Media Manager, Monogram. Marianna 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 Monogram, having managed demanding projects with international impact throughout her career, for clients such as Anytime Online, Costa Navarino, 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.

Dimitra Gourdoupi has graduated from the Athens University of Economics and Business. Currently, she works as an Account Director at Publicis Groupe. She has worked as an Account Director for the advertising agency Socialab and over the last 8 years, she has dealt with multi-disciplinary teams & stakeholders, in complex environments for large-scale projects. Creative and organizational, with a background that includes exposure to Digital, BTL & ATL campaigns, she thrives in today's cross-department workloads committed to excel in everything she gets her hands on. She has handled international and local accounts, such as Tasty PepsiCo (Cheetos, Ruffles, Lay's), Ferrero (Nutella), Beiersdorf (Nivea, Liposan), Sarantis SA (Bio-Oil), Mantis Fortis (Energizer), Dufry (Hellenic Duty Free Shops), Optima SA (Epiros), Nestlé (Nescafé Azera, Infant Nutrition), LG, FCA Group (Fiat, Jeep). She will be teaching Social Media at the New York College for the academic year 2019-2020.

Elpidoforos Papanikolopoulos Head of Performance Marketing and Digital Analytics at Eurobank has graduated from Technological Education Institute of Piraeus. He is a passionate, creative and results-driven digital marketing professional with over 10 years of tech marketing experience across digital marketing, communications, brand marketing, political marketing and content. Elpidoforos Papanikolopoulos helping businesses make their marketing & sales more human with data-driven decisions and personalization. For 2019 Eurobank was awarded as Performance Brand of the year at Peak Awards powered by Google. Also, he holds the first Global Case study with Google in Banking sector for optimum application in AB Testing.

Danae Skafida: Account Manager in Reputation Unique has graduated from the Athens University of Economics and Business. She is currently the Account Manager at Reputation Unique experienced in the field of communications and public relations and has worked as a PR Manager for the advertising agency Socialab as well as Ikon Porter Novelli member of the BBDO Group Greece. She has handled a wide clientele such as AstraZeneca, Sobi, OPAP, RedBull, Wella, Sarantis Group, Colgate-Palmolive, Embassy of the Kingdom of the Netherlands etc. offering services that covered communication strategy, public relations, project management, media relations and event planning. She has also a background in political communication and has been a Digital PR lecturer for the "Professional Diploma in Digital Marketing" course at ALBA Graduate Business School. She will be teaching Digital PR at the New York College for the academic year 2019-2020.

Zouvia Kalliopi: Lawyer, Senior Investigator with the Greek Ombudsman. Kalliopi Zouvia is a graduate of the University of Athens Law School and holds an LL.M. in Administrative Law from the University of Heidelberg and a Master's Degree in European Public Law from Panteion University, General Department of Law, where she drafted her thesis on Data Protection and Access to Information in the European Union. She is a certified adult educator and rapporteur at the National Centre for Public Administration. She has extended training experience and has participated as a trainer in DPO training programmes.

COURSE DURATION: 3 Months

COMMENCEMENT: Wednesday, 30 October 2019

DAYS & HOURS:

Monday & Wednesday, from 18:00 to 21:00

COURSE LOCATION:

NEW YORK COLLEGE
38 AMALIAS AVE, 10558, SYNTAGMA

ATTENDANCE CERTIFICATE:

Upon completion of the course, an Attendance Certificate shall be provided to the participants

EDUCATIONAL MATERIAL/NOTES:

Upon completion of the course, EDUCATIONAL MATERIAL shall be provided to the participants

PARTICIPATION COSTS:

- 1200€ Full Fee
- 840€ COLLEGE STUDENTS/IIEK NYC
- 980€ Early Bird, for bookings until 11/10/2019
- 20% Discount for 3 participants
- 30% Discount for more than 3 participants



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EUROPEAN & AMERICAN EDUCATION

Information - Subscriptions:

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