

Professional Diploma in Digital Marketing 2018
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Updated: 06-12-2017

Calendar	Month	March	April				May					June	
	Dates	28	Break	Break	18	25	2	9	16	23	30	6	13
Lectures													
Introduction to Digital Marketing		Pericles Ellinas											
Search Engine Marketing - SEO					Evangelos Coutrouzas								
Search Engine Marketing - PPC						Yannis Stephanou							
Digital Display Advertising							Evangelos Coutrouzas						
Email Marketing								Yannis Stephanou					
Mobile Marketing									Yannis Stephanou				
Social Media Marketing 1										Evangelos Coutrouzas			
Social Media Marketing 2											Evangelos Coutrouzas		
Analytics												Yannis Stephanou	
Strategy & Planning													Pericles Ellinas