

Calendar	Month	October			November					December		
	Dates	18	25	1	8	15	22	29	6	13	20	
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	