

**Professional Diploma in Digital Marketing 2018**
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Updated: 07-02-2017

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					Chrysanthos Constantinides								
Search Engine Marketing - PPC						Chrysanthos Constantinides							
Email Marketing							Yannis Stephanou						
Digital Display Advertising								Chrysanthos Constantinides					
Social Media Marketing									Yannis Stephanou				
Content Marketing										Yannis Stephanou			
Website Optimisation											Chrysanthos Constantinides		
Analytics												Yannis Stephanou	
Strategy & Planning													Pericles Ellinas