

**Professional Diploma in Digital Marketing 2020**
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Updated: 13/01/2020

Calendar	March	April					May					June	
	26	2	8	15	22	29	6	13	20	27	3	10	
Lectures													
Introduction to Digital Marketing	Pericles Ellinas												
Content Marketing		Yannis Stephanou											
Social Media Marketing			Yannis Stephanou										
Easter Break				Easter Break									
Easter Break					Easter Break								
SEO						Chrysanthos Constantinides							
Paid Search							Chrysanthos Constantinides						
Display & Video Advertising								Chrysanthos Constantinides					
Email Marketing									Yannis Stephanou				
Website Optimisation										Chrysanthos Constantinides			
Analytics											Yannis Stephanou		
Digital Marketing Strategy												Pericles Ellinas	