



ERASMUSNOSTRUM.ORG

REGISTER TODAY

SOCIAL MEDIA MARKETING & BRAND BUILDING



ATHENS, GR

PARTICIPATION FEE: 480€





COURSE SYLLABUS



DAY 1: SOCIAL MEDIA PLATFORMS & ALGORITHMS

- THE MARKETING SCENE & STRATEGIC TEAMING

DAY 2: WHAT MAKES A BRAND?

- CONTENT CREATION GUIDELINES & SOLUTIONS
- TINY EXERCISE, AI PROMPTS

DAY 3: WHICH ARE YOUR MARKETING OPTIONS?

- (DIGITAL, OOH , TRADITIONAL)
- OMNICHANNEL APPROACH & TEAM PROJECT

DAY 4: ANALYTICS & KEY PERFORMANCE INDICATORS (KPIs)

- TOOLS FOR DATA-DRIVEN DECISIONS.

DAY 5: COMMUNITY BUILDING

- ENGAGEMENT, & REVIEWS
- CUSTOMER RETENTION & FUTURE TRENDS
- CLOSING REFLECTIONS, FEEDBACK, AND CERTIFICATES OF PARTICIPATION.



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**2 CULTURAL
ACTIVITIES IN**

ATHENS

**WELCOME
DINNER IN THE
CITY CENTER**



**ACROPOLIS
GUIDED TOUR**



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WHAT IS INCLUDED IN THE PARTICIPATION FEE?

- ORGANIZATION AND LECTURER FEE.
- COFFEE BREAKS & ONE NETWORKING EVENT.
- ACROPOLIS' TICKETS
- EDUCATIONAL MATERIAL INCLUDING A WELCOME PACKAGE WITH LOCAL PRODUCTS AND AN ONLINE INFO PACK WITH EVERYTHING YOU NEED TO KNOW AHEAD OF YOUR ARRIVAL.



WHAT IS NOT INCLUDED IN THE PARTICIPATION FEE :

- TRAVEL COSTS
- ACCOMMODATION.
- PUBLIC TRANSPORT IN ATHENS.
- ANY MEALS NOT EXPLICITLY DESCRIBED ABOVE.
- INSURANCE (WE HIGHLY RECOMMEND THAT YOU HAVE AT LEAST THE EUROPEAN HEALTH INSURANCE CARD (EHIC) BEFORE COMING TO GREECE).

- THE PAYMENT DEADLINE IS 10 DAYS BEFORE THE EVENT.
- PLEASE DEPOSIT THE PAYMENT ONLY AFTER YOU HAVE RECEIVED SEAT AVAILABILITY CONFIRMATION FROM US!
- PAYMENT DETAILS WILL FOLLOW BY PERSONALIZED EMAIL.
- PARTICIPATION FEE IS NON-REFUNDABLE.