

ΟΙΚΟΝΟΜΙΚΟ  
ΠΑΝΕΠΙΣΤΗΜΙΟ  
ΑΘΗΝΩΝ



ATHENS UNIVERSITY  
OF ECONOMICS  
AND BUSINESS

ΚΕΝΤΡΟ ΕΠΙΜΟΡΦΩΣΗΣ ΚΑΙ ΔΙΑ ΒΙΟΥ ΜΑΘΗΣΗΣ



**DigiMa**<sup>SM</sup>  
Digital Marketing & Social Media

# DigiMa alumni Survey 2018



On-line	μ				
9	μ	e-mail	285		
		DigiMa			
	μ	μ	-	μ	2018
		97		(34%)	

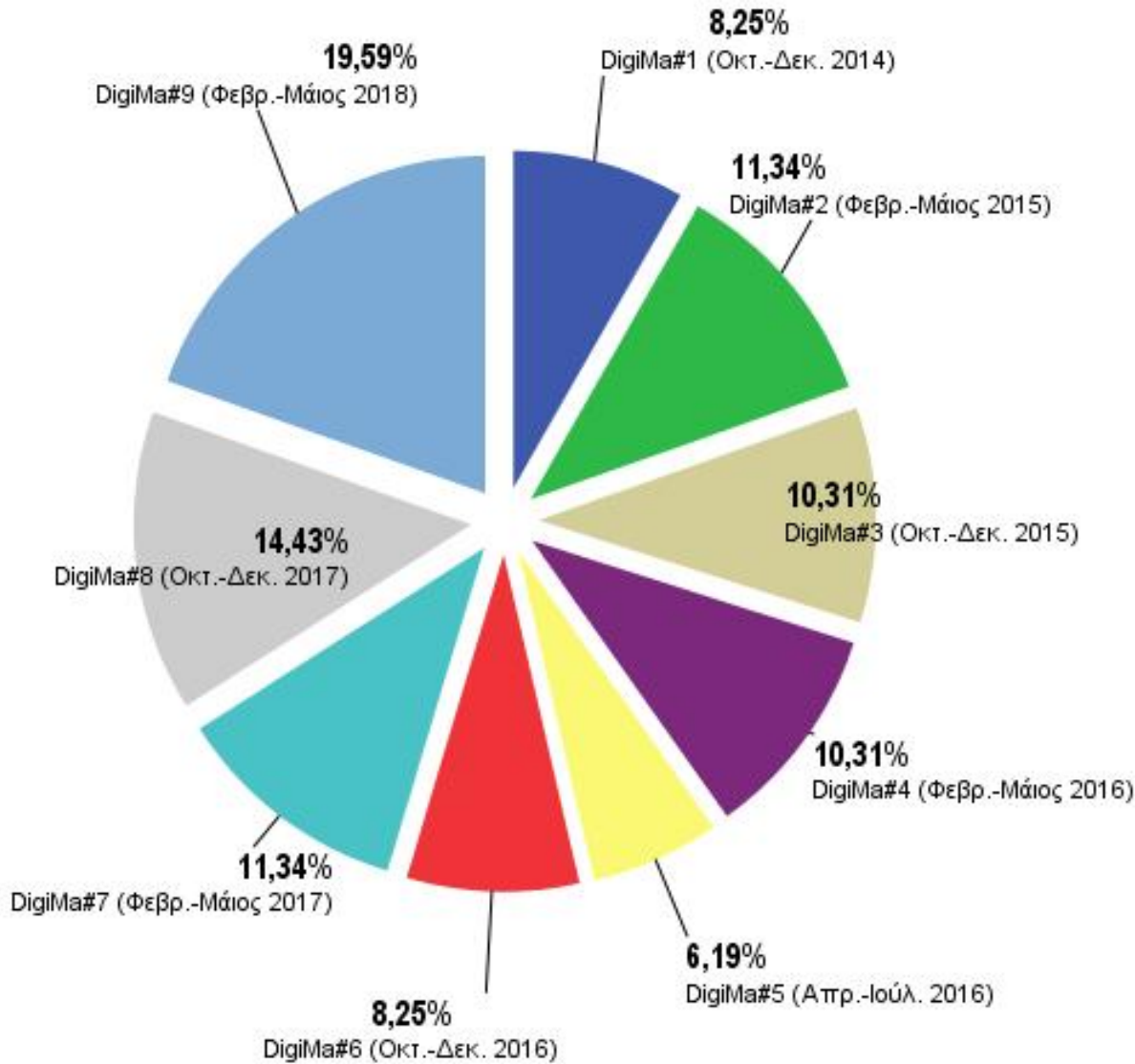




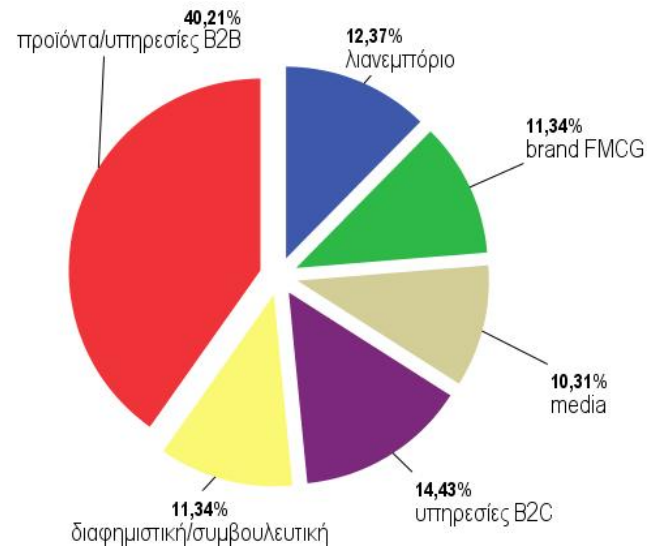
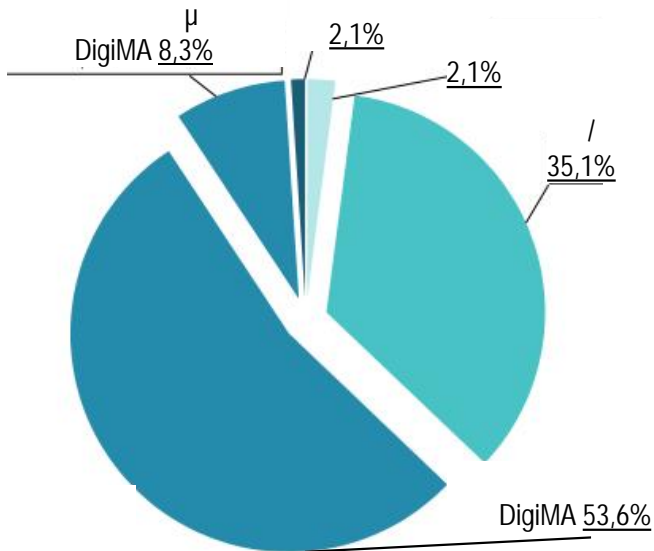
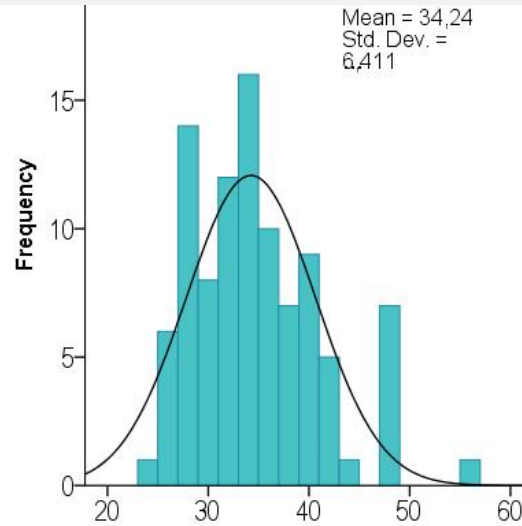
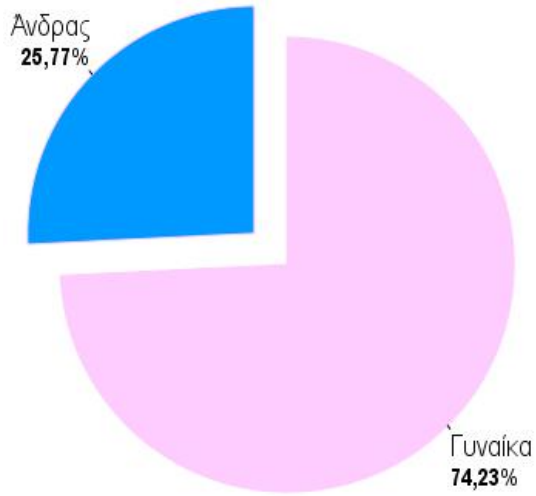
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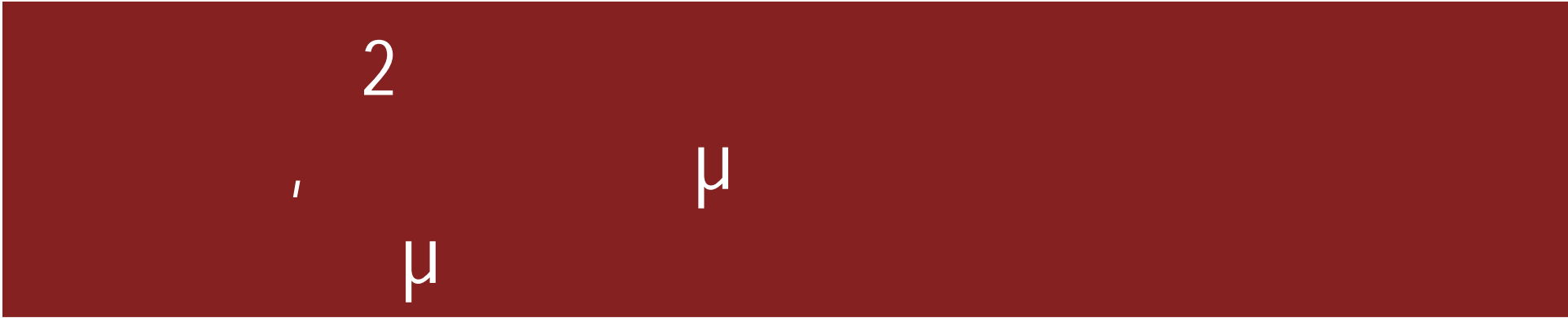


DigiMa ;



DigiMa.  
μμ  
(DigiMa 8 & 9)





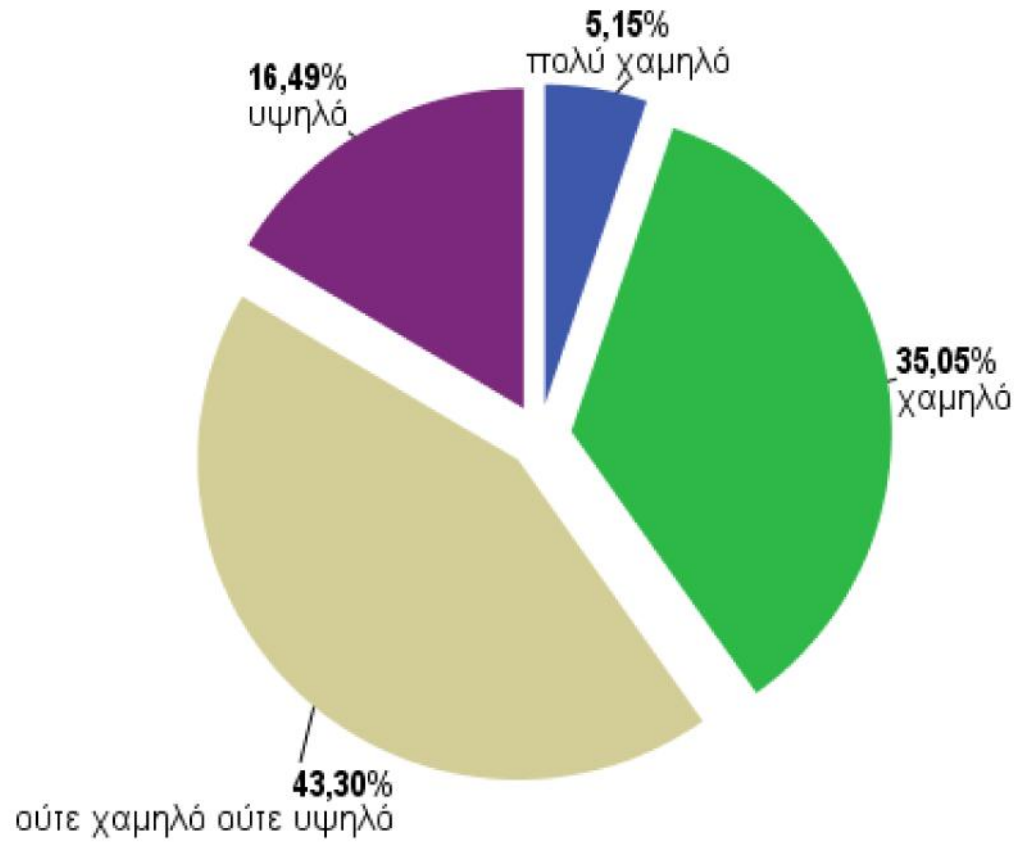


μ

Digital marketing

DigiMa;

digital marketing



DigiMa (43,3%)	
μ	digital
marketing	μ
μ	(40,2%)
(16,5%)	μ
	μ

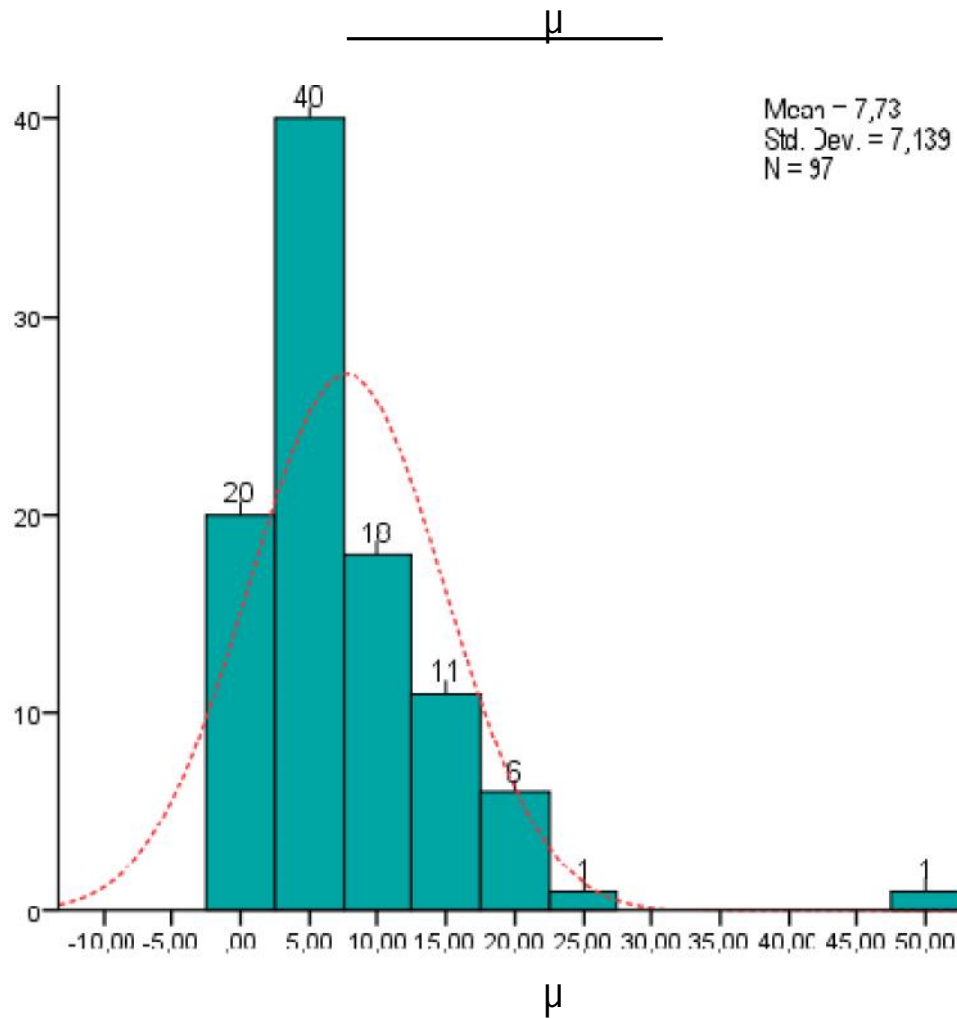


$\mu$

# DigiMa

$\mu$

$\mu$   
DigiMa



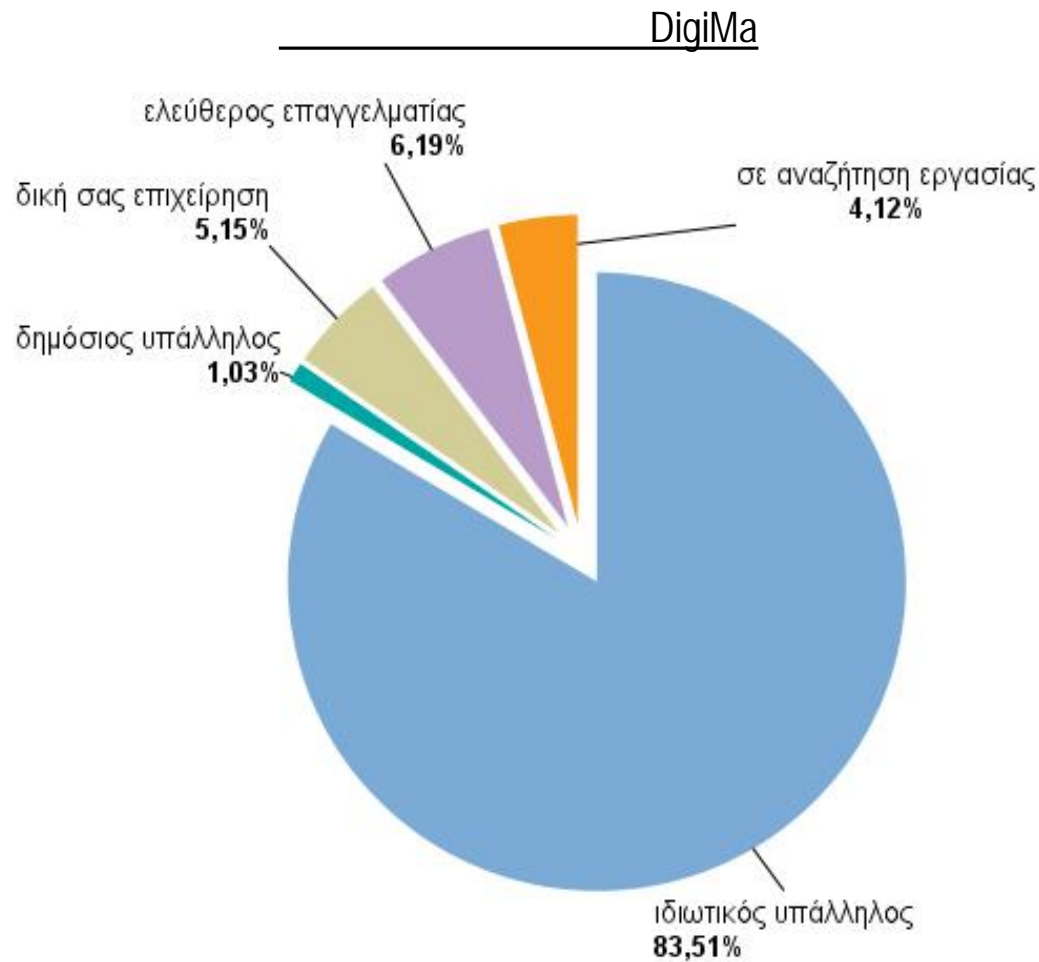
DigiMa ( 95,9%)  
 $\mu$   $\mu$  7,7  
 $\mu$  .





# DigiMa

DigiMa

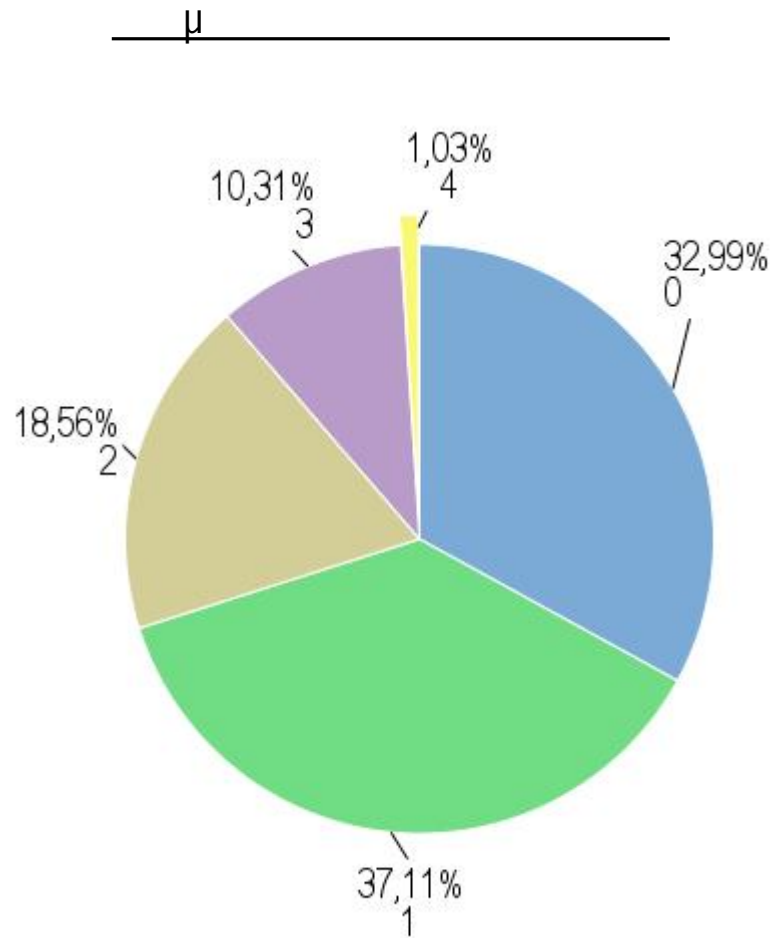


DigiMa ( 83,5%)



# DigiMa

DigiMa



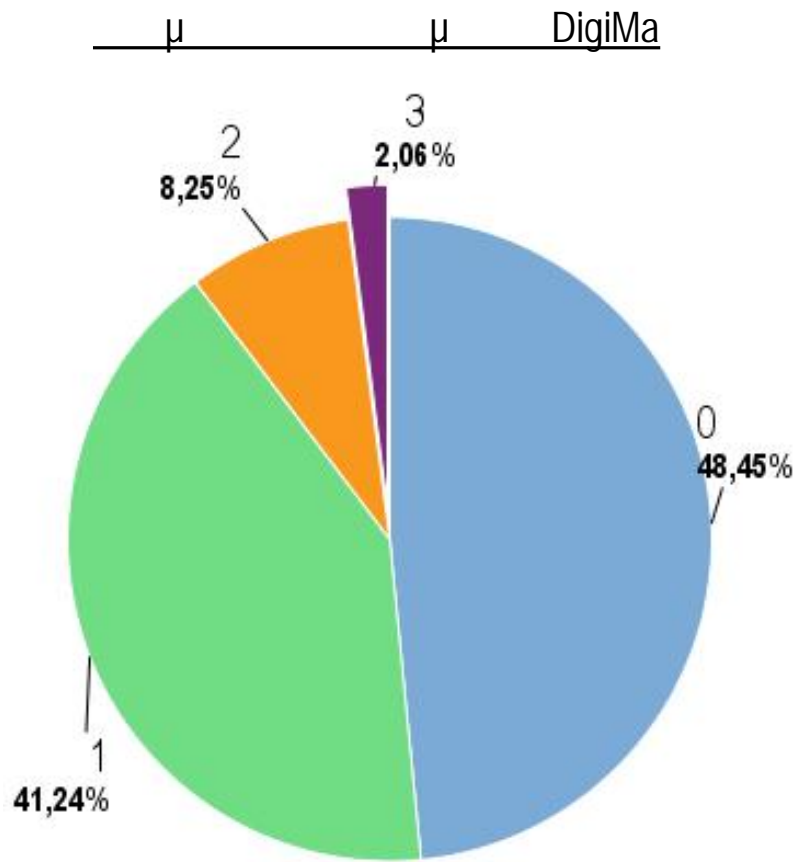
2/3  
67%)

DigiMa ( $\mu$ )



# DigiMa

## DigiMa

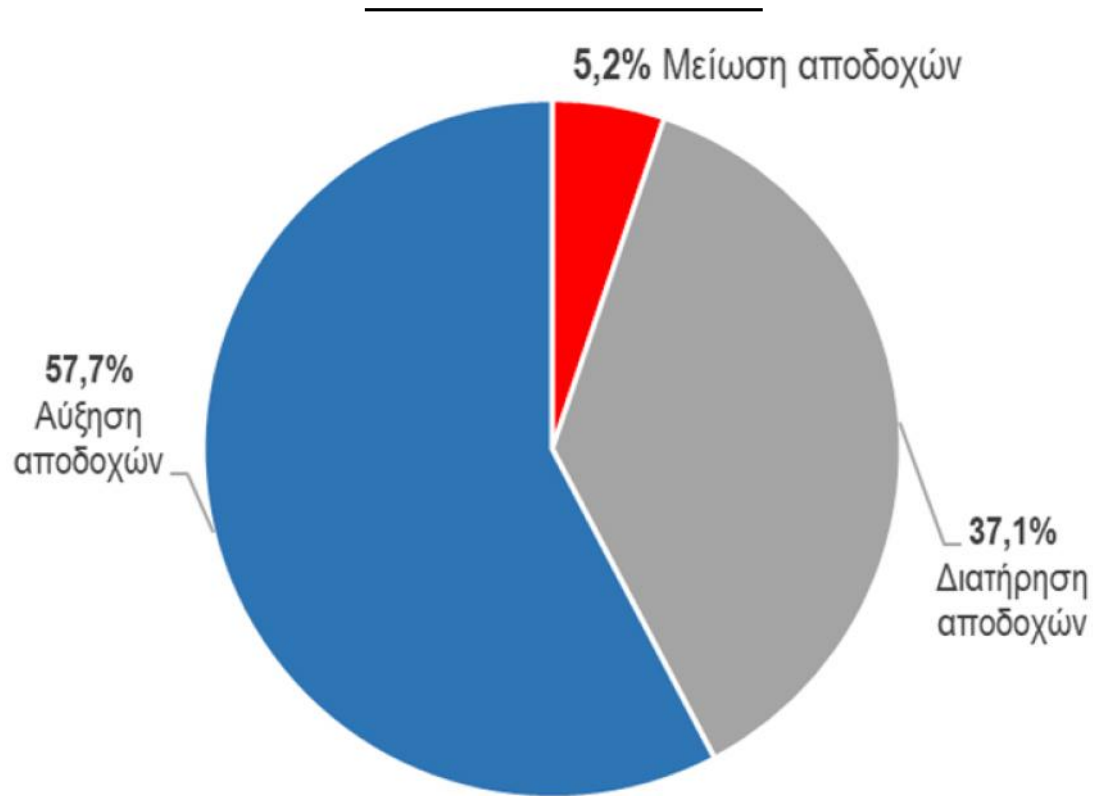


$\mu$   
DigiMa ( 51,5 % )  
 $\mu$



# DigiMa

μ	(%) μ
DigiMa μ	μ ;



DigiMa ( 57,7%)

μ .



μ

3

DigiMa

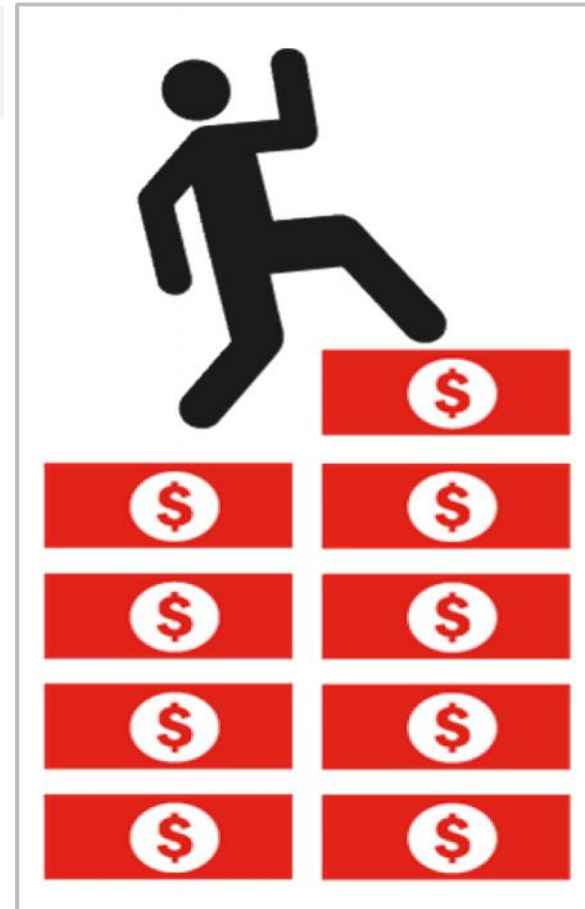
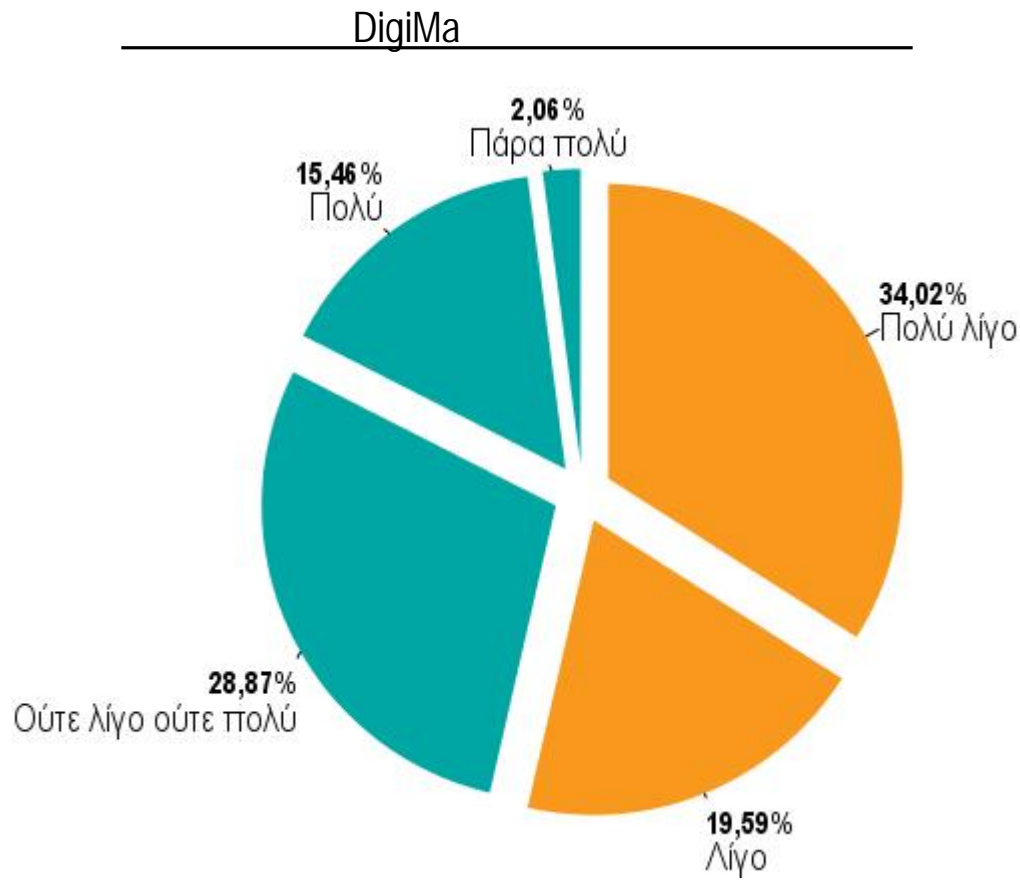
μ



μ

# DigiMa

μ DigiMa ;



46,4%  
DigiMa μ μ  
μ μ

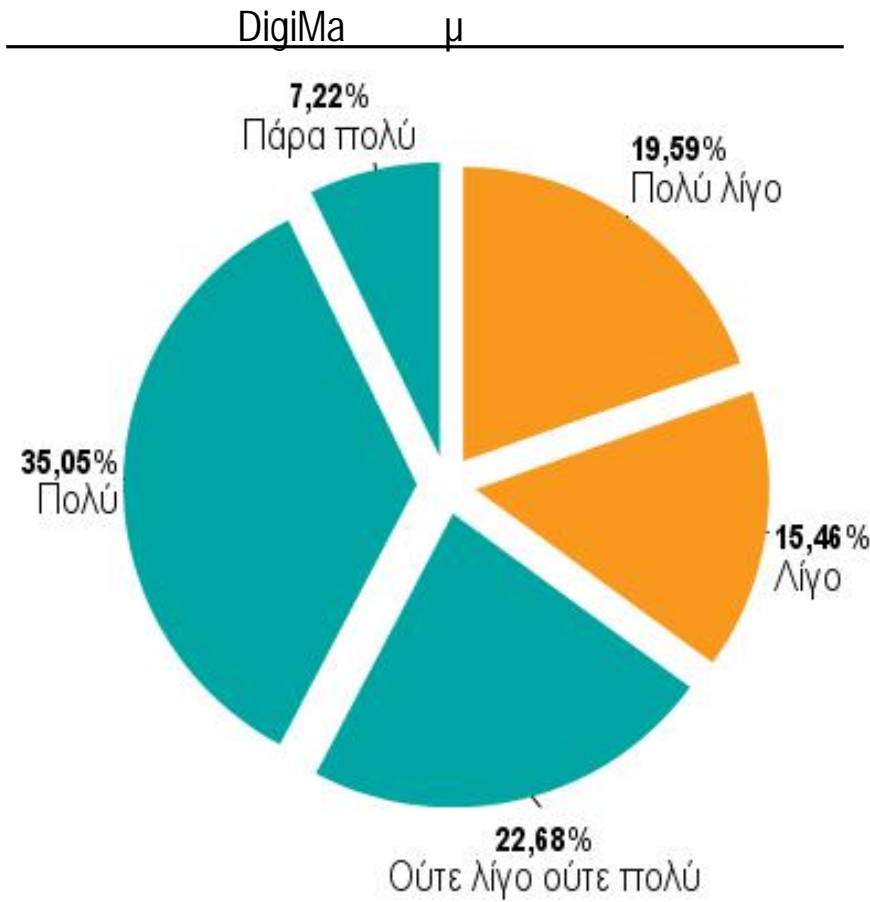


μ

# DigiMa

μ

μ μ DigiMa ;



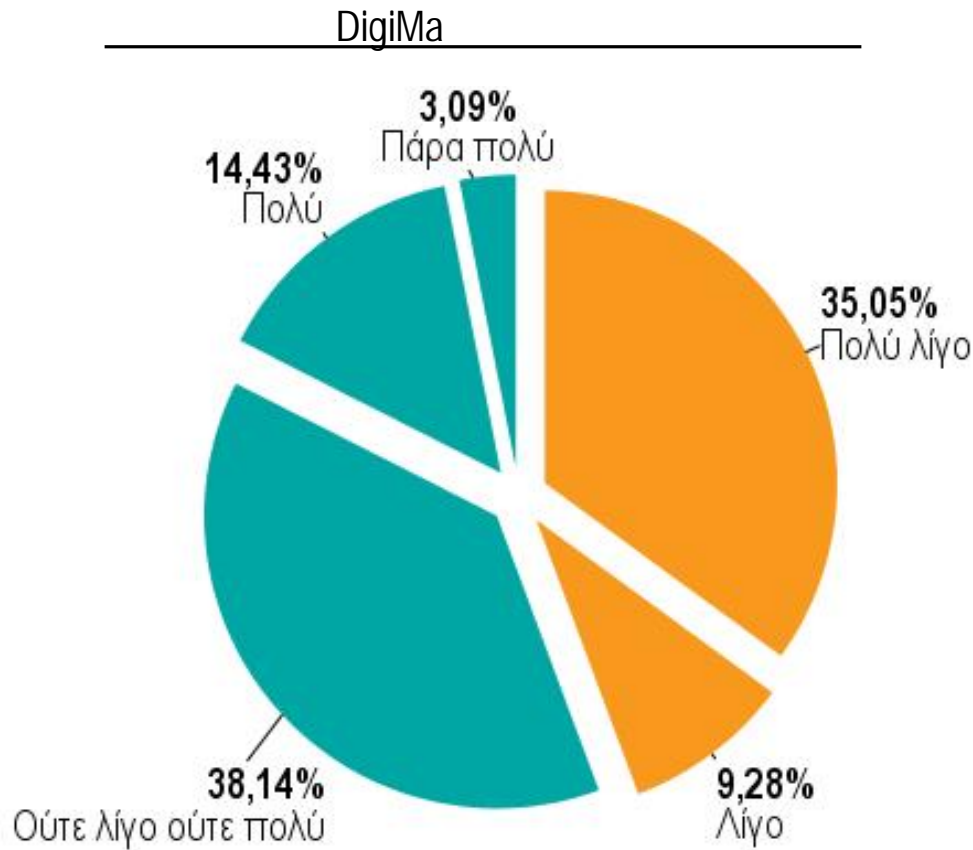
DigiMa ( 65%)  
μ μ μ  
μ μ μ



μ

# DigiMa

μ DigiMa ;



DigiMa ( 55,6%)  
μ μ μ



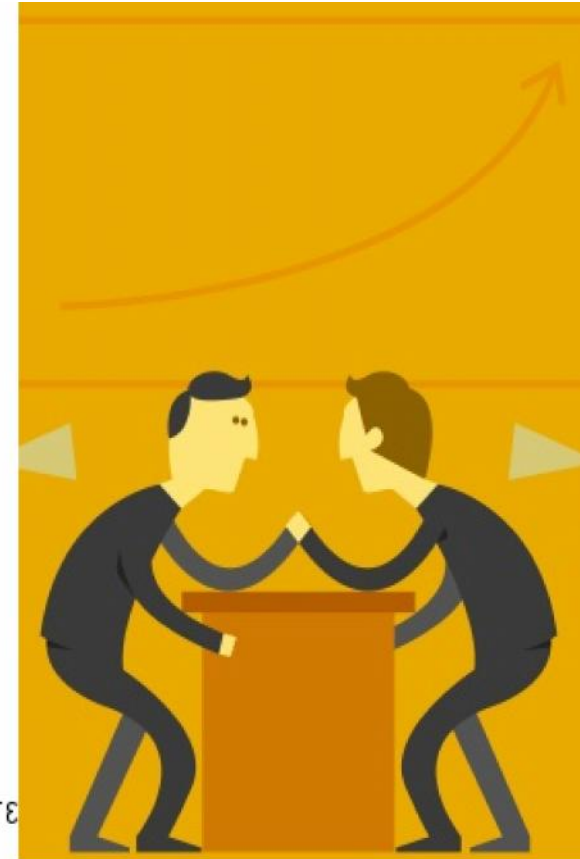
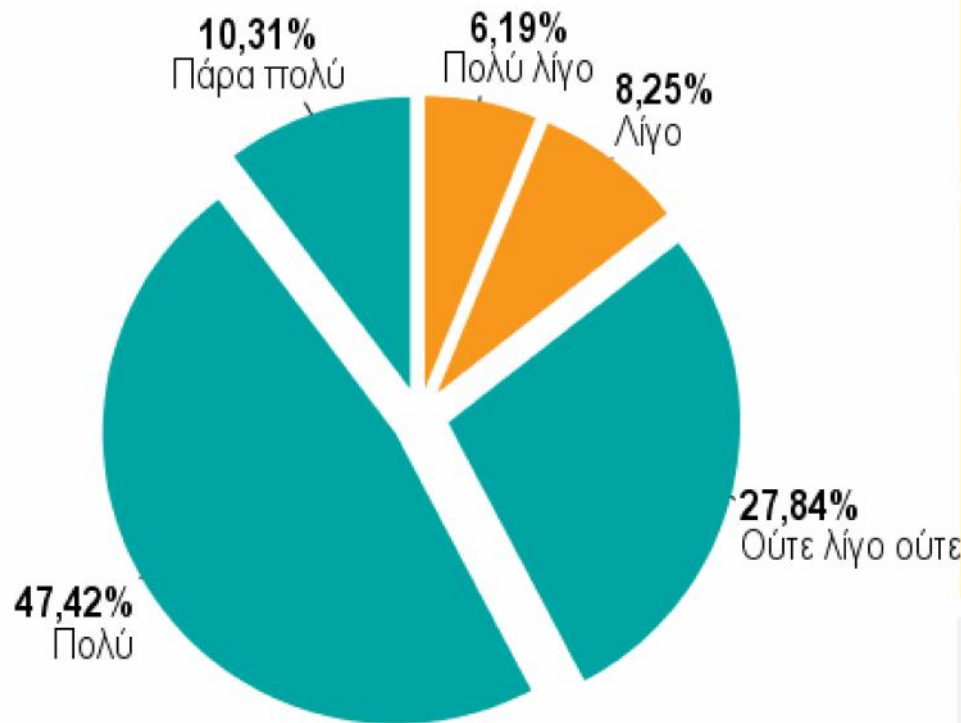


μ

# DigiMa

μ DigiMa ;

DigiMa



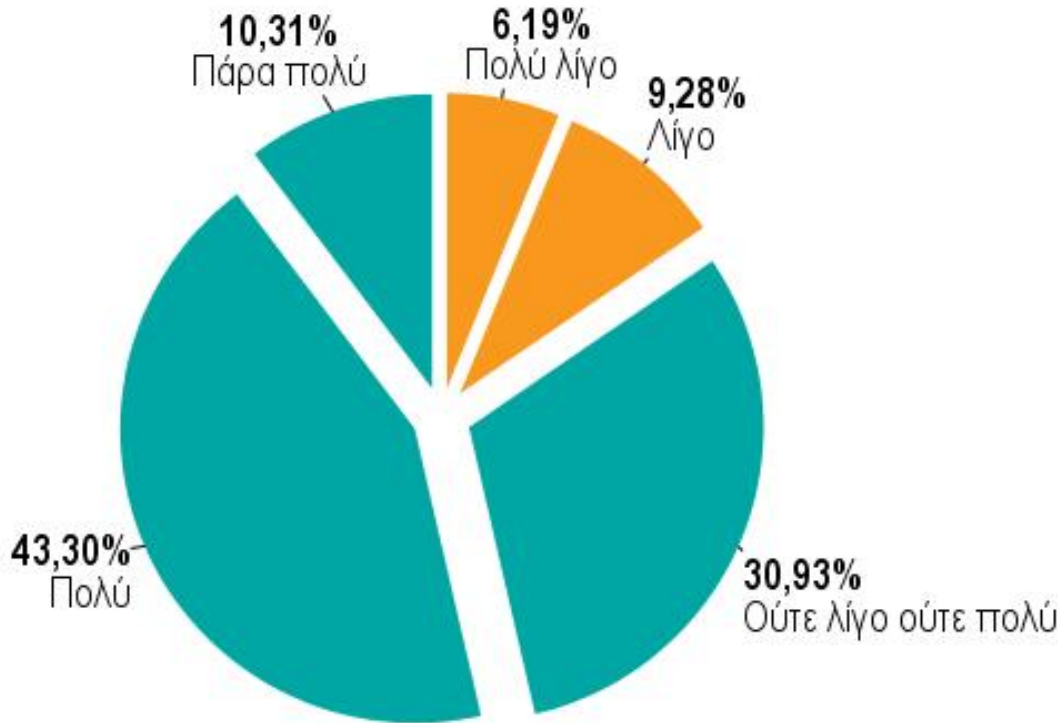
μ DigiMa ( 85,5%)  
 μ μ μ



# μ μ DigiMa

μ DigiMa μ

DigiMa μ



DigiMa ( 84,5%)  
μ μ  
μ .



4

μμ

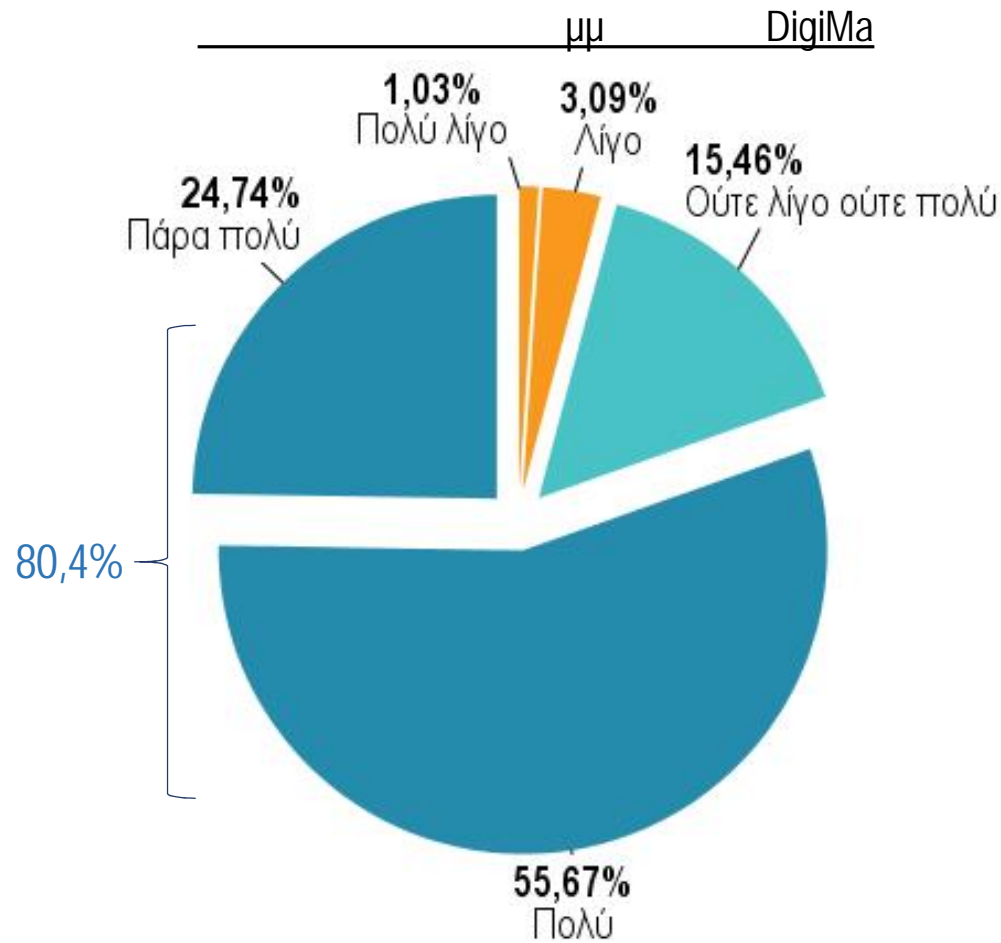
DigiMa



μμ

DigiMa

μμ μ DigiMa;

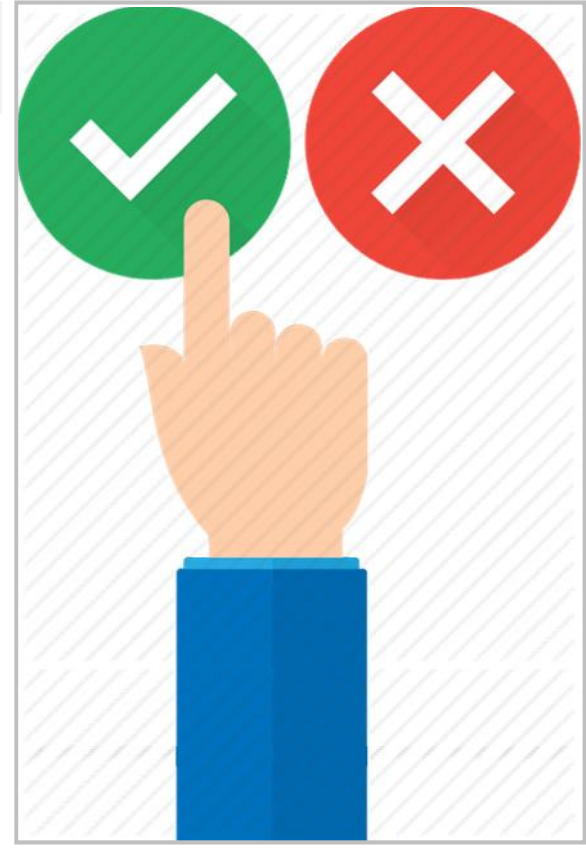
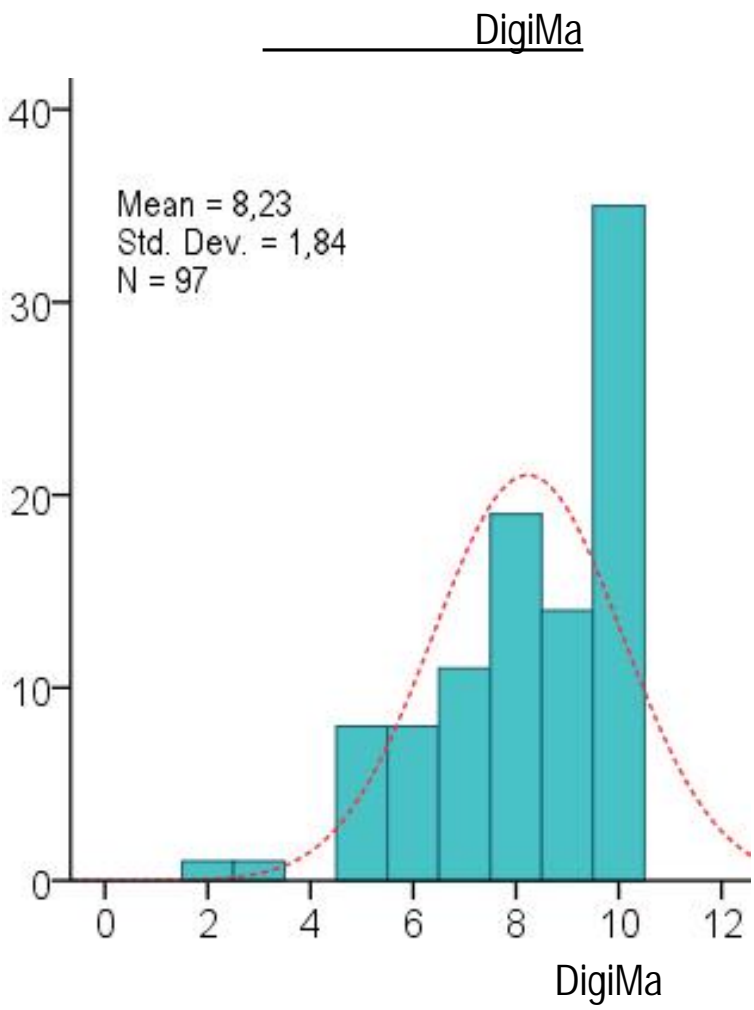


DigiMa ( 80,4%)  
μ μ . μμ



# DigiMa $\mu$

DigiMa;



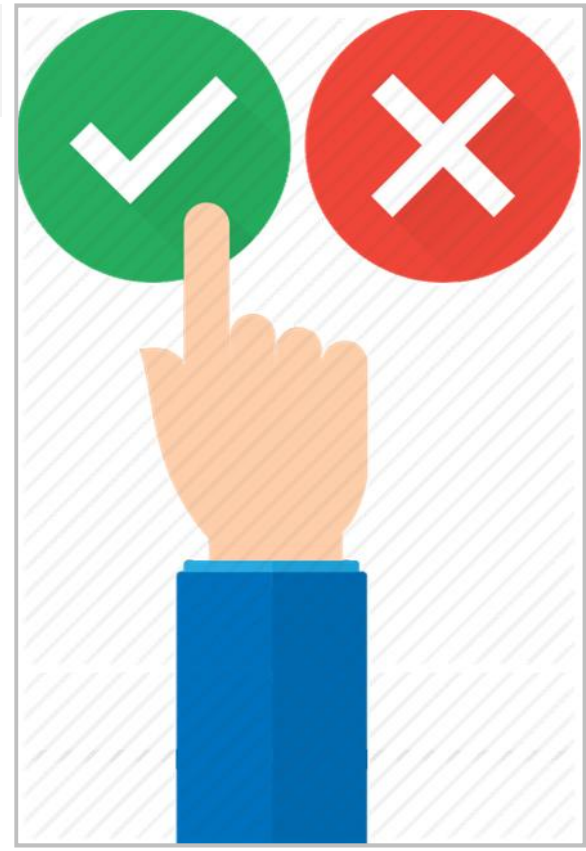
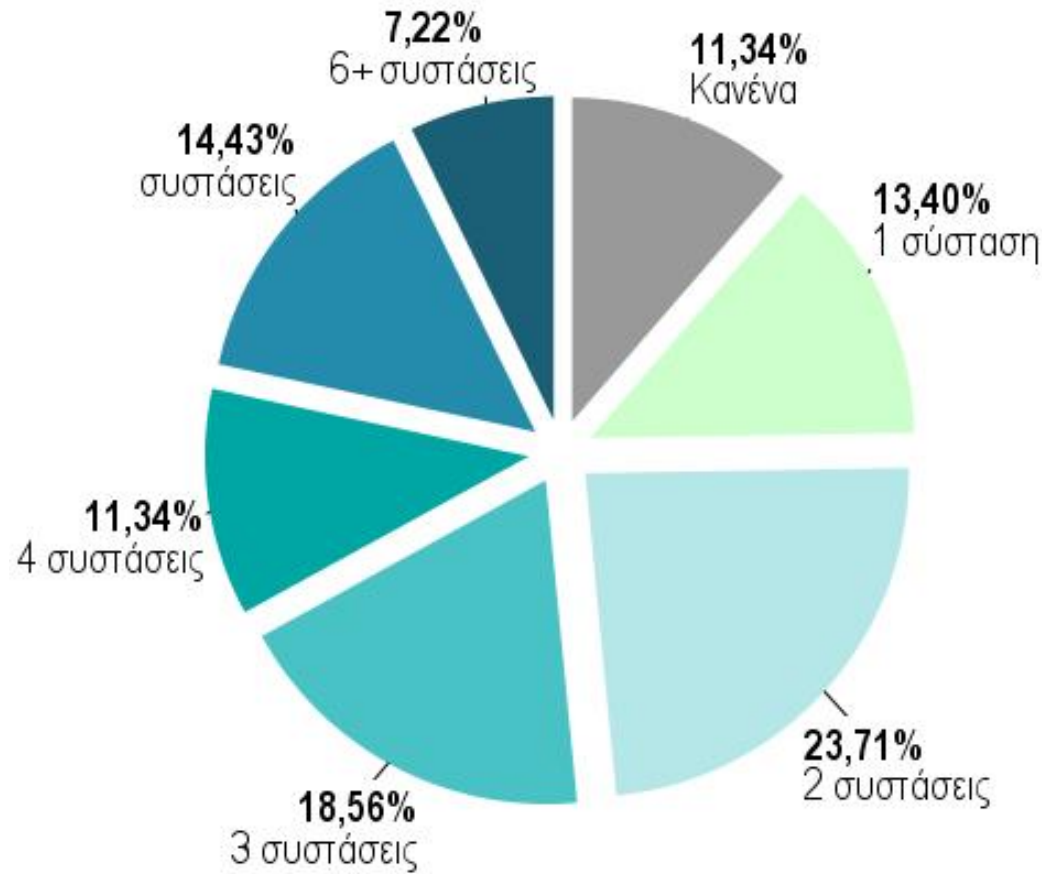
$\mu$   
(8,2    10)  
DigiMa.



# DigiMa

μ μμ DigiMa;

μμ DigiMa



(88,7%)  
μ DigiMa.



μ  
μ !