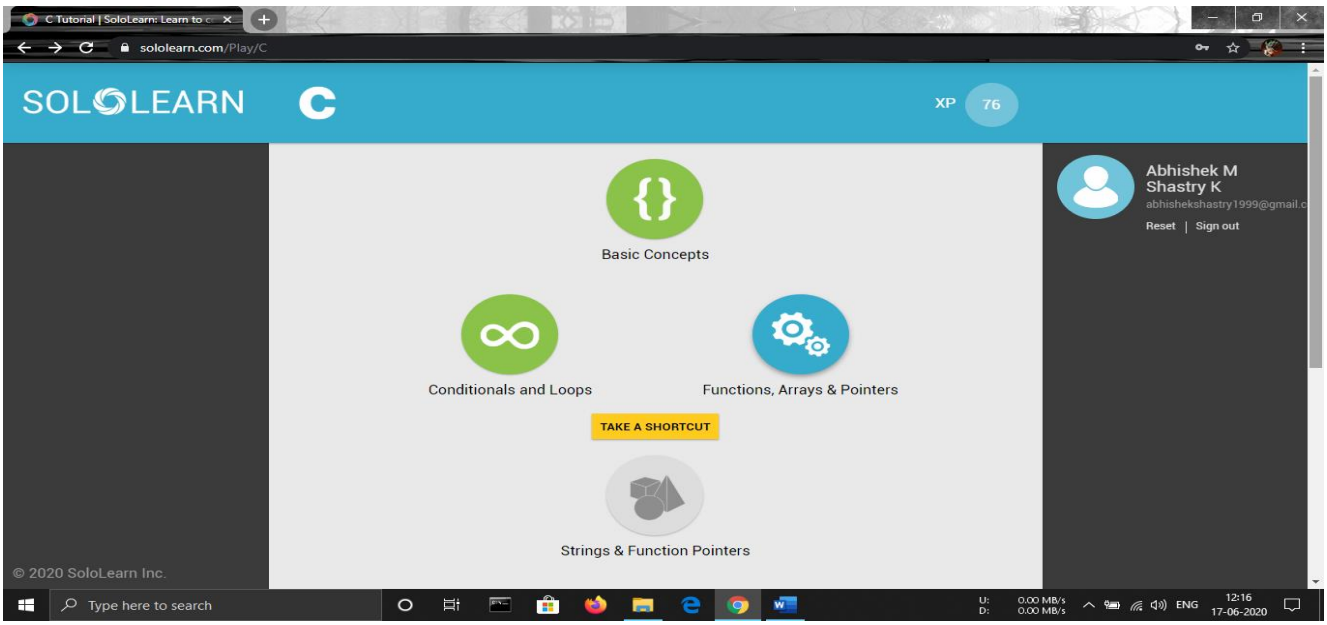
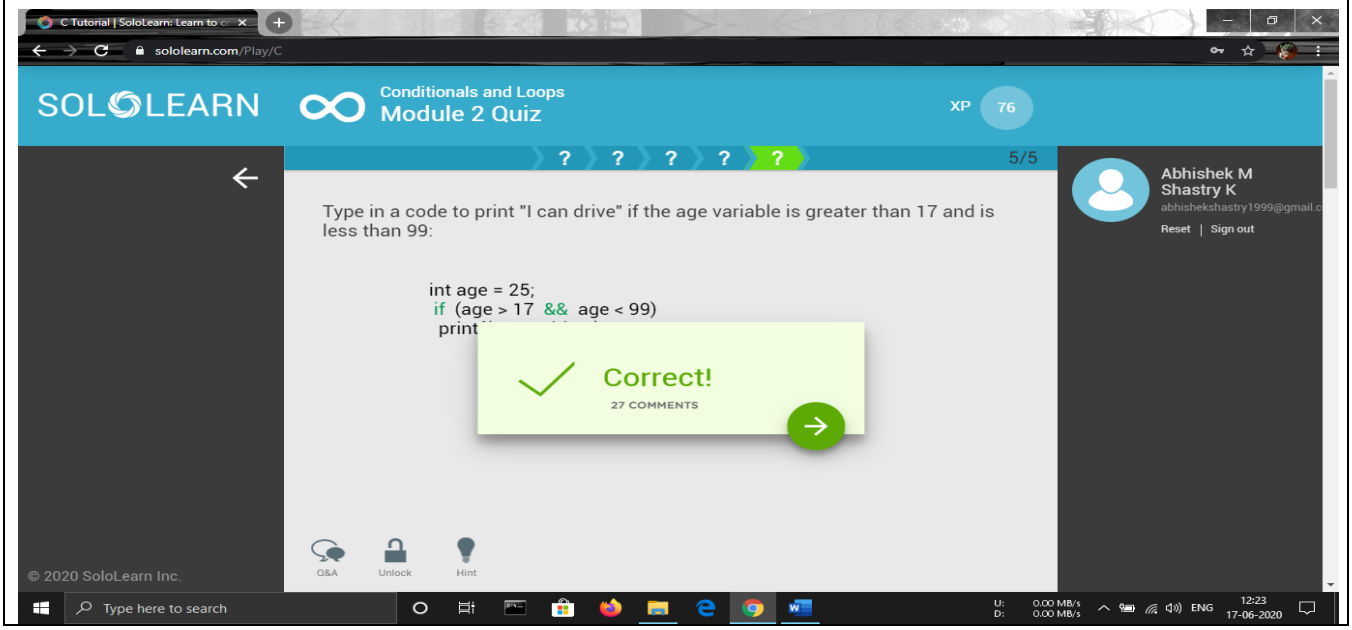
DAILY ASSESSMENT REPORT

Date:	**17/06/2020**	**Name:**	**Abhishek M Shastry K**
Course:	**C Tutorial by SOLOLEARN**	**USN:**	**4AL17EC002**
Topic:	**1] Basic Concept 2] Conditionals & Loops**	**Semester & Section:**	**6th 'A'**
Github Repository:	**AbhishekShastry-Courses**		

FORENOON SESSION DETAILS

Image of session





Report

Basic Concept

- C is a general-purpose programming language that has been around for nearly 50 years.
- C has been used to write everything from operating systems (including Windows and many others) to complex programs like the Python interpreter, Git, Oracle database, and more.
- The versatility of C is by design. It is a low-level language that relates closely to the way machines work while still being easy to learn.
- C supports the following basic data types:
    - ✓ **int**: integer, a whole number.
    - ✓ **float**: floating point, a number with a fractional part.
    - ✓ **double**: double-precision floating point value.
    - ✓ **char**: single character.
- A **variable** is a name for an area in memory. The name of a variable (also called the identifier) must begin with either a letter or an underscore and can be composed of letters, digits, and the underscore character. Variable naming conventions differ, however using lowercase letters with an underscore to separate words is common (snake_case). Variables must also be declared as a data type before they are used.
- A **constant,** stores a value that cannot be changed from its initial assignment. By using constants with meaningful names, code is easier to read and understand. To distinguish constants from variables, a common practice is to use uppercase identifiers.
- **C operators** can be classified into following types:
    - ✓ Arithmetic operators.
    - ✓ Relational operators.
    - ✓ Logical operators.
    - ✓ Bitwise operators.
    - ✓ Assignment operators.
    - ✓ Conditional operators.
    - ✓ Special operators.
- **Comments** are explanatory information that you can include in a program to benefit the reader of your code. The compiler ignores comments, so they have no affect on a program.

Conditionals & Loops

- The **if** statement is called a conditional control structure because it executes statements when an expression is true. For this reason, the if is also known as a decision structure.
- The **if** statement can include an optional else clause that executes statements when an expression is false.
- Another way to form an **if-else** statement is by using the ?: operator in a conditional expression. The ?: operator can have only one statement associated with the if and the else.
- An if statement can include another if statement to form a nested statement. Nesting an if allows a decision to be based on further requirements.
- When a decision among three or more actions is needed, the **if-else if** statement can be used.
- There can be multiple else if clauses and the last else clause is optional.
- The **switch** statement branches program control by matching the result of an expression with a constant case value. The switch statement often provides a more elegant solution to if-else if and nested if statements.
- There can be multiple cases with unique labels. The optional default case is executed when no other matches are made. A break statement is needed in each case to branch to the end of the switch statement. Without the break statement, program execution falls through to the next case statement. This can be useful when the same statement is needed for several cases.
- The **while** statement is called a loop structure because it executes statements repeatedly while an expression is true, looping over and over again. The expression evaluates to either true or false, and statements can be a single statement or, more commonly, a code block enclosed by curly braces { }.
- The **do-while** loop executes the loop statements before evaluating the expression to determine if the loop should be repeated.
- The **break** statement was introduced for use in the switch statement. It is also useful for immediately exiting a loop.
- The **for** statement is a loop structure that executes statements a fixed number of times.

Date:	**17/06/2020**	**Name:**	**Abhishek M Shastry K**
Course:	**Introduction to Digital Marketing**	**USN:**	**4AL17EC002**
Topic:	**1] Consumer-Centric approach to business** **2] Explanation of New Medias** **3] Understanding Brand Purpose** **4] Facebook Marketing**	**Semester & Section:**	**6th 'A'**
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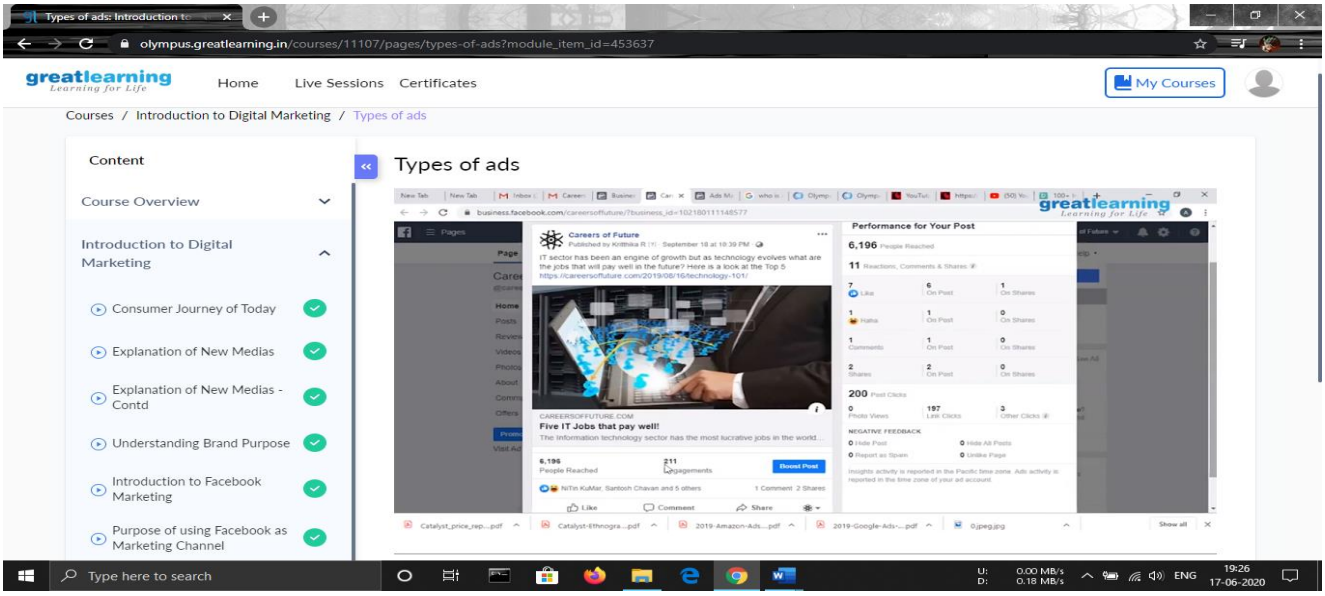
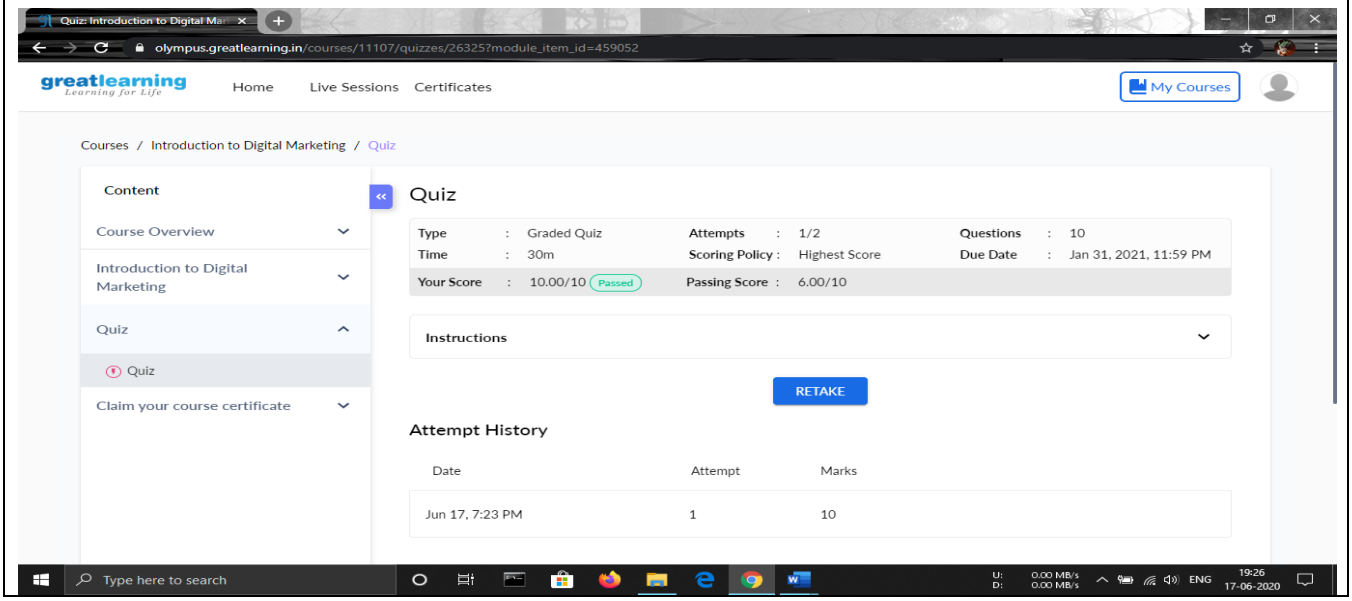
AFTERNOON SESSION DETAILS

Image of session





Report

Introduction to Digital Marketing

- **Digital marketing** is defined by the use of numerous digital tactics and channels to connect with customers where they spend much of their time online. Digital marketing helps translate the traditional concepts of marketing in online businesses. It can transform the way you connect with consumers at the right place and right time. Understanding consumers is the first step to delivering products and services and its adoption.
- **New media marketing** centers on promoting brands and selling products and services through established and emerging online channels, harnessing these elements of new media to engage potential and current customers.
- There are 3 types of **digital media**:
    - ✓ **Owned Media**: Any online asset that you control like your website or social media channels.
    - ✓ **Paid Media**: Promoting your online content to improve traffic to your owned media assets.
    - ✓ **Earned Media**: Customers recommending you by word or through social media.
- **Digital branding** is a brand management technique that uses a combination of internet branding and digital marketing, online marketing to develop a brand over a range of digital venues, including internet-based relationships, device-based applications or media content.
- **Facebook marketing** refers to creating and actively using a Facebook page as a communications channel to maintain contact with and attract customers. Facebook actively provides for this, allowing users to create individual profiles or business pages for companies, organizations, or any group attempting to develop a fan base for a product, service, or brand.
- Types of **digital advertising**:
    - ✓ Display ads. Display ads refer to visual advertising.
    - ✓ Social media ads. The best platforms to target are Facebook, LinkedIn, and Twitter.
    - ✓ Search engine marketing. Also referred to as SEM.
    - ✓ Retargeting and remarketing.
    - ✓ Email marketing.

CERTIFICATE - Introduction to Digital Marketing