

DAILY ASSESSMENT FORMAT

Date:	15/06/2020	Name:	Akshatha M Deshpande
Course:	Great Learning	USN:	4AL17EC006
Topic:	Digital Marketing	Semester & Section:	6th Sem A sec
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FORENOON SESSION DETAILS

Image of session



Report – Report can be typed or hand written for up to two pages.

Consumer Journeys today:

- Zero moment of truth
- Enclosing a product at the store shelf
- Using a product and deciding whether to buy that again

Explanation of new media:

- Owned
- Shared
- Earned
- Paid

Understanding brand purpose:

- Background
- Demographer
- Identifier
- Goals
- Challenges

Introduction to Facebook marketing:

There are four steps

- Inventory
- Signals
- Predictions
- Score

Purpose of using Facebook as marketing channel:

- Raise brand awareness
- Generate leads

- Increase local sales
- Drive online sales
- Promote your app

What is Custom audience :

- It is a targetting option that matches people who visit your website with people on Facebook,using the Facebook pixel.

Types of ads :

- Highlight a product
- Illustrate how to use a product
- Product story

CERTIFICATE FROM GREAT LEARNING:



Date: 15/06/2020
Course: Java
Topic: Programming

Name: Akshatha M Deshpande
USN: 4AL17EC006
Semester & Section: 6th Sem A sec

AFTERNOON SESSION DETAILS

Image of session

UdeMy | Java Tutorial for Complete Beginners

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Course content

- ☒ 53. ArrayList: Arrays the Easy Way
10min Resources ▾
- ☐ 54. Linked Lists
14min Resources ▾
- ☐ 55. HashMap: Retrieving Objects via a Key
10min Resources ▾
- ☐ 56. Sorted Maps
12min Resources ▾
- ☐ 57. Sets
16min Resources ▾

Cave of Programming

Java Collections Framework

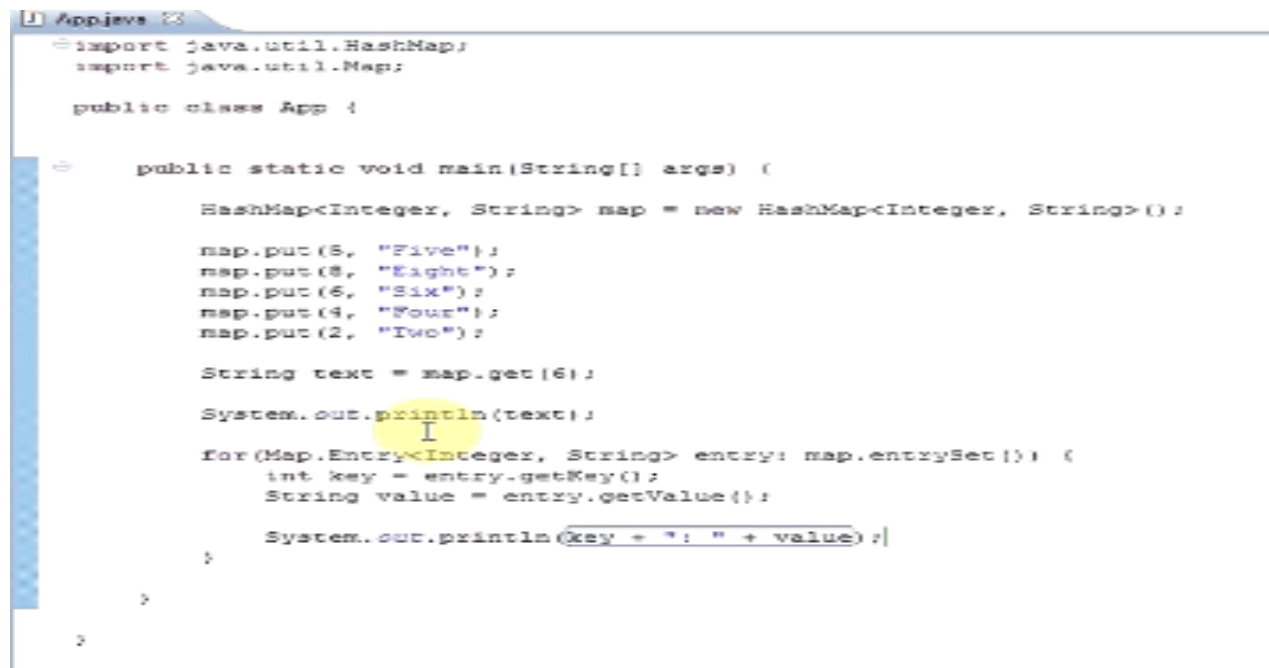
[MUSIC]

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The Java collections Framework:

- ArrayList: Arrays the Easy Way
- Linked Lists
- HashMap: Retrieving Objects via a Key
- Sorted Maps
- Sets
- Using Custom Objects in Sets and as Keys in Maps
- Sorting Lists

HASHMAP:

A screenshot of a Java IDE window titled 'App.java 23'. The code defines a public class 'App' with a main method. Inside the main method, a 'HashMap<Integer, String>' named 'map' is created. Five entries are added to the map: (5, 'Five'), (8, 'Eight'), (6, 'Six'), (4, 'Four'), and (2, 'Two'). The value for key 6 is retrieved and printed. Then, a for-each loop iterates over the map's entries, printing each key-value pair. The code is as follows:

```
import java.util.HashMap;
import java.util.Map;

public class App {

    public static void main(String[] args) {

        HashMap<Integer, String> map = new HashMap<Integer, String>();

        map.put(5, "Five");
        map.put(8, "Eight");
        map.put(6, "Six");
        map.put(4, "Four");
        map.put(2, "Two");

        String text = map.get(6);
        System.out.println(text);

        for(Map.Entry<Integer, String> entry: map.entrySet()) {
            int key = entry.getKey();
            String value = entry.getValue();
            System.out.println(key + ": " + value);
        }

    }

}
```

SORTING LISTS:

```
// Sort in order of ID
Collections.sort(people, new Comparator<Person>() {
    public int compare(Person p1, Person p2) {

        if(p1.getId() > p2.getId()) {
            return 1;
        }
        else if(p1.getId() < p2.getId()) {
            return -1;
        }

        return 0;
    }
});

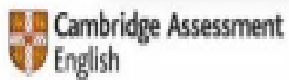
for(Person person: people) {
    System.out.println(person);
}

System.out.println("\n");
// Sort in order of name
Collections.sort(people, new Comparator<Person>() {
    public int compare(Person p1, Person p2) {
        return p1.getName().compareTo(p2.getName());
    }
});

for(Person person: people) {
    System.out.println(person);
}

}
```

Date:	15/06/2020	Name:	Akshatha M Deshpande
Course:	Webinar by Cambridge	USN:	4AL17EC006
Topic:	Presentation skills	Semester & Section:	6th Sem A sec



RECONNECT



The pull-in



The topper



The two-handed shake



The finger squeeze



The bone crusher



