**DAILY ASSESSMENT FORMAT**

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| **Date:** | **15-6-2020** | **Name:** | **Archana H N** |
| **Course:** | **Digital Marketing** | **USN:** | **4AL18EC007** |
| **Topic:** | **1.consumer journey of today**  **2.Explanation of new medias**  **3.Explanation of new media-contd**  **4.understanding brand purpose**  **5.Introduction to Facebook marketing**  **6.purpose of using Facebook as marketing channel**  **7.Facebook interface and types of audience**  **8.adset set up guide**  **9.what is custom audience**  **10.types of ads** | **Semester & Section:** | **4th sem**  **A section** |
| **Github Repository:** | **Archana-course** |  |  |

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| **FORENOON SESSION DETAILS** |
| **Image of session** |
| **Report – Report can be typed or hand written for up to two pages.** |

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