**DAILY ASSESSMENT FORMAT**

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| **Date:** | **17-06-2020** | **Name:** | **Bhavith** |
| **Course:** | **Java** | **USN:** | **4AL17EC009** |
| **Topic:** | **Getters and return values** | **Semester & Section:** | **6th,A** |
| **Github Repository:** | **Bhavith-Online-Courses** |  |  |

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| **FORENOON SESSION DETAILS** |
| **Image of session**  **Screenshot (150)** |
| **Report – Report can be typed or hand written for up to two pages.**  **Getters:**   * **In Java, getter and setter are two conventional methods that are used for retrieving and updating the value of a variable.** * **By using getter and setter, the programmer can control how their important variables are accessed and updated in the proper manner, such as changing the value of a variable within a specified range.** * **And that violates the constraint for values ranging from 10 to 100 for that variable. Of course, we don’t expect that to happen. Thus, hiding the variable number as private and then using a setter comes to the rescue.**  **Returning a Value from a Method** **A method returns to the code that invoked it when it**   * **completes all the statements in the method,** * **reaches a return statement, or** * **throws an exception (covered later),**   **whichever occurs first.**   * **You declare a method's return type in its method declaration. Within the body of the method, you use the return statement to return the value.** * **Any method declared void doesn't return a value. It does not need to contain a return statement, but it may do so. In such a case, a return statement can be used to branch out of a control flow block and exit the method and is simply used like this:**   **return;** |

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| **Date:** | **17-06-2020** | **Name:** | **Bhavith** | |
| **Course:** | **Digital Marketing** | **USN:** | **4AL17EC009** | |
| **Topic:** | **Consumer Journey,Adds** | **Semester & Section:** | **6th,A** | |
| **AFTERNOON SESSION DETAILS** | | | |
| **Image of session**  **Screenshot (151)** | | | |
| **Report – Report can be typed or hand written for up to two pages.**   * **Digital marketing is the component of [marketing](https://en.wikipedia.org/wiki/Marketing" \o "Marketing) that utilizes [internet](https://en.wikipedia.org/wiki/Internet" \o "Internet) and [online](https://en.wikipedia.org/wiki/Online" \o "Online) based digital technologies such as [desktop computers](https://en.wikipedia.org/wiki/Desktop_computer" \o "Desktop computer), [mobile phones](https://en.wikipedia.org/wiki/Mobile_phone" \o "Mobile phone) and other [digital media](https://en.wikipedia.org/wiki/Digital_media" \o "Digital media) and platforms to promote products and services.** * **Its development during the 1990s and 2000s, changed the way brands and businesses use technology for marketing.** * **As digital platforms became increasingly incorporated into marketing plans and everyday life, and as people increasingly use digital devices instead of visiting physical shops,digital marketing campaigns have become prevalent, employing combinations of [search engine optimization](https://en.wikipedia.org/wiki/Search_engine_optimization" \o "Search engine optimization) (SEO), [search engine marketing](https://en.wikipedia.org/wiki/Search_engine_marketing" \o "Search engine marketing) (SEM), [content marketing](https://en.wikipedia.org/wiki/Content_marketing" \o "Content marketing), [influencer marketing](https://en.wikipedia.org/wiki/Influencer_marketing" \o "Influencer marketing), content automation, campaign marketing, [data](https://en.wikipedia.org/wiki/Data" \o "Data)-driven marketing, [e-commerce](https://en.wikipedia.org/wiki/E-commerce" \o "E-commerce) marketing, [social media marketing](https://en.wikipedia.org/wiki/Social_media_marketing" \o "Social media marketing), [social media optimization](https://en.wikipedia.org/wiki/Social_media_optimization" \o "Social media optimization), [e-mail direct marketing](https://en.wikipedia.org/wiki/Email_marketing" \o "Email marketing), [display advertising](https://en.wikipedia.org/wiki/Display_advertising" \o "Display advertising), [e–books](https://en.wikipedia.org/wiki/E-book" \o "E-book), and [optical disks](https://en.wikipedia.org/wiki/Optical_disc" \o "Optical disc) and games have become commonplace.** * **Digital marketing extends to non-Internet channels that provide digital media, such as television, mobile phones ([SMS](https://en.wikipedia.org/wiki/SMS" \o "SMS) and [MMS](https://en.wikipedia.org/wiki/Multimedia_Messaging_Service" \o "Multimedia Messaging Service)), callback, and on-hold mobile ring tones.** * **The extension to *non*-Internet channels differentiates digital marketing from [online marketing](https://en.wikipedia.org/wiki/Online_marketing" \o "Online marketing).** | | | |