**DAILY ASSESSMENT FORMAT**

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| **Date:** | **15 JUNE 2020** | **Name:** | **LIKHITH N GOWDA** |
| **Course:** | **DIGITAL MARKETING** | **USN:** | **4AL18EC029** |
| **Topic:** | **INTRODUCTION TO DIGITAL MARKETING** | **Semester & Section:** | **IV SEM & A SECTION** |
| **Github Repository:** | **FIRST-TEST** |  |  |

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| **FORENOON SESSION DETAILS** | | |
| **Image of session** | | |
| **Report – Report can be typed or hand written for up to two pages.**   * **CONSUMER JOURNEY OF TODAY** * **EXPLANATION OF NEW MEDIAS** * **EXPLANATION OF NEW MEDIAS-CONTD** * **UNDERSTANDING BRAND PURPOSE** * **INTRODUCTION TO FACEBOOK MARKETING** * **PURPOSE OF USING FACEBOOK AS MARKETING CHANNEL** * **FACEBOOK INTERFACE AND TYPES OF AUDIENCE** * **ADSET SETUP GUIDE** * **WHAT IS CUSTOM AUDIENCE** * **TYPES OF ADS** * **QUIZ** | | |
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| **AFTERNOON SESSION DETAILS** | | |
| |  |  |  |  | | --- | --- | --- | --- | | **Date:15 JUNE 2020** |  | **Name: LIKHITH N GOWDA** |  | | **Course: JAVA** |  | **USN: 4AL18EC029** |  | | **Topic: PROGRAMMING CORE JAVA** |  | **Semester & Section: IV SEM & A SECTION** |  |   **Image of the session** | | |
| **Report – Report can be typed or hand written for up to two pages**   * **THE EQUALS METHOD** * **INNER CLASSES** * **ENUM TYPES: BASIC AND ADVANCED USAGE** * **RECURSION: A USEFUL TRICK UP YOUR SLEEVE** * **SERIALIZATION: SAVING OBJECTS TO FILES** * **SERIALIZING ARRAYS** * **THE TRANSIENT KEYWORD AND MORE SERIALIZATION** * **PASSING BY VALUE** | | |