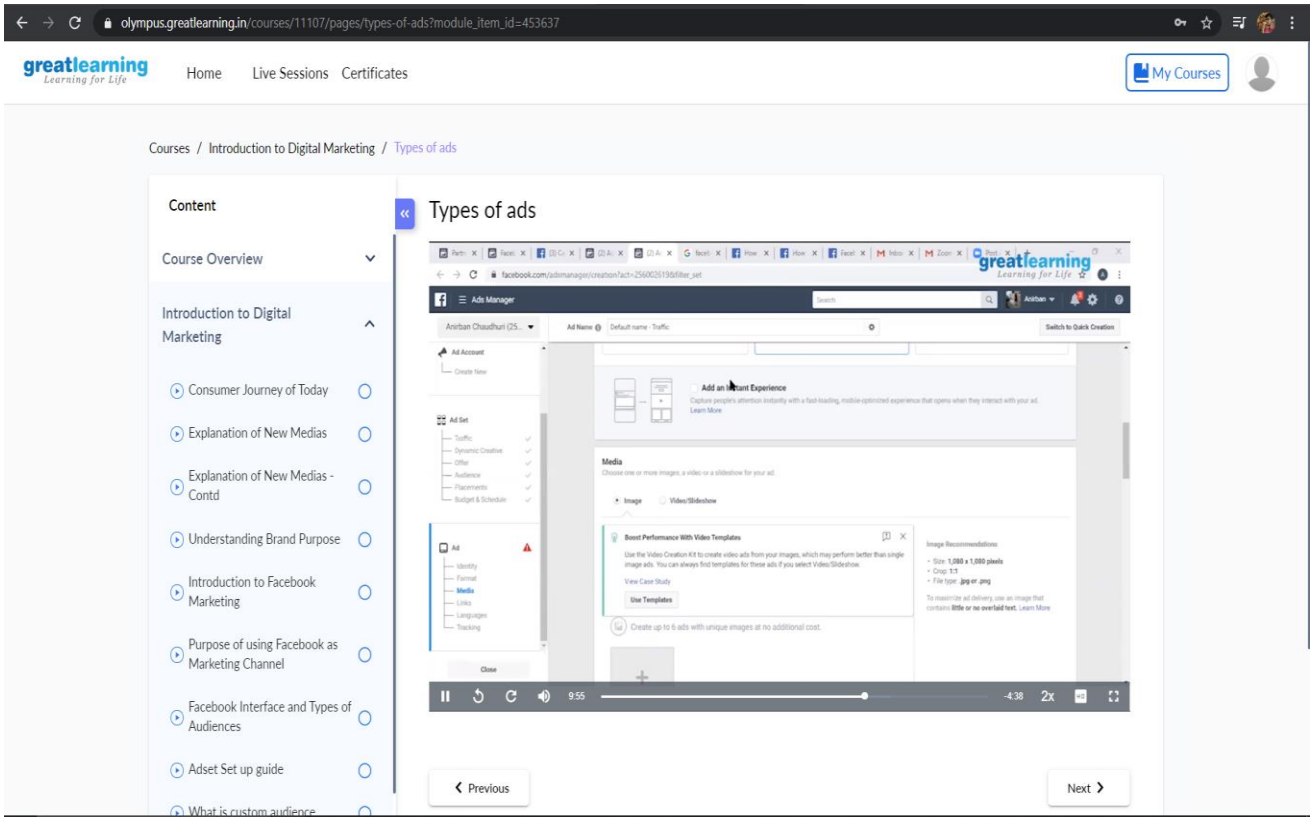
DAILY ASSESSMENT REPORT

Date:	**15 June 2020**	**Name:**	**Gagan M K**
Course:	**Introduction to Digital Marketing**	**USN:**	**4AL17EC032**
Topic:	• Digital Marketing • Course outline • Course Objectives • Quiz	**Semester & Section:**	**6th sem & 'A' sec**
GitHub Repository:	**Alvas-education-foundation/Gagan-Git**		

FORENOON SESSION DETAILS

Image of session



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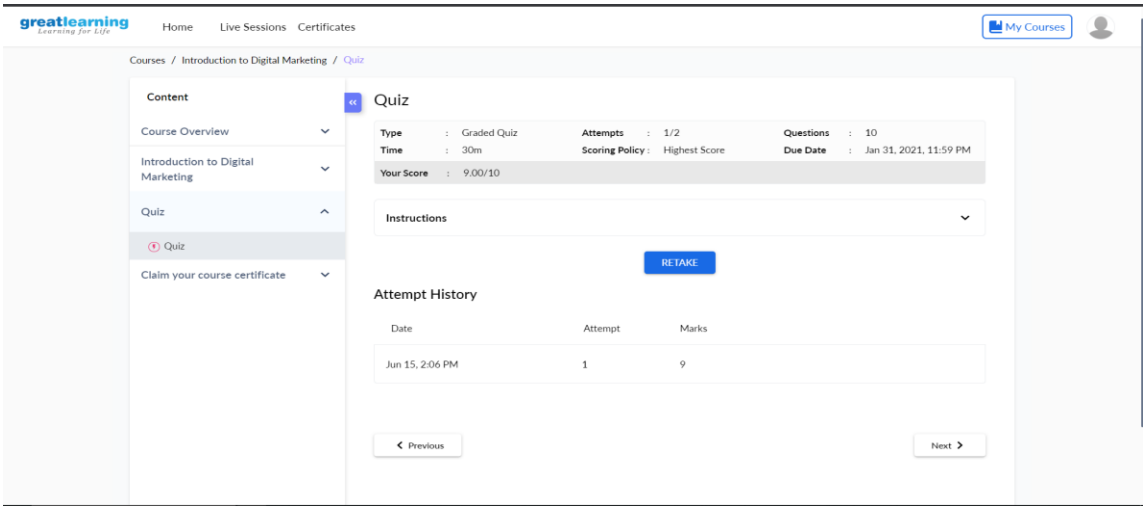
Digital Marketing:

- **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.**
- **This course is for anyone who is curious about Digital Marketing and wants to learn how to run ads on various marketing channels.**
- **Introduce you to the wide arena of digital marketing in the context of new media**
- **Help understand the customer journey through the various stages from discovery to adoption of the product**
- **Understand Facebook as an important channel to reach consumers through its advertising capabilities**
- **Consumer-centric approach to business**
- **Explanation of New Medias was seen.**
- **Understanding Brand Purpose is important.**
- **Facebook Marketing**
- **Consumer Journey of Today in the market.**
- **Explanation of New Medias for digital marketing**
- **Understanding Brand Purpose for better sales.**
- **Introduction to Facebook Marketing**
- **Purpose of using Facebook as Marketing Channel**
- **Facebook Interface and Types of Audiences**
- **Adset Set up guide**
- **What is custom audience**
- **Types of ads was learnt.**



Certificate:

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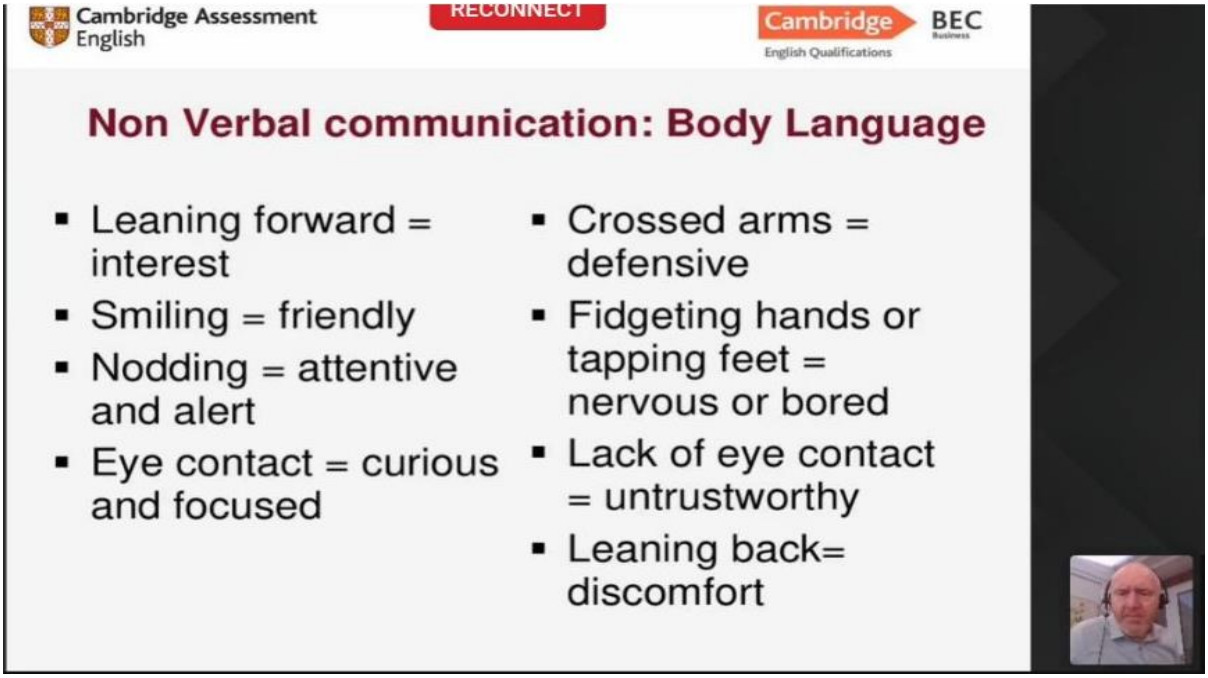
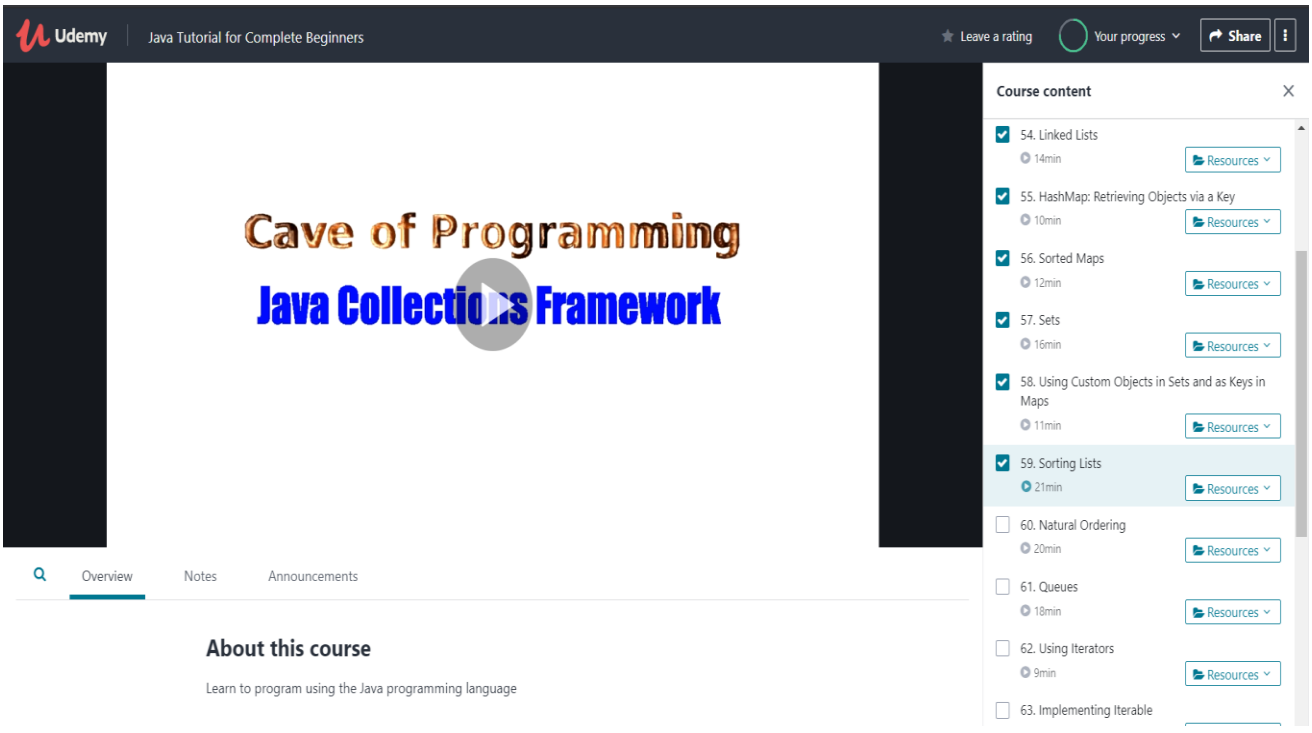
Webinar on "Business Etiquette" from Cambridge Assessments English



Date:	**15 June 2020**	**Name:**	**Gagan M K**
Course:	**Java Tutorial for Complete Beginners**	**USN:**	**4AL17EC032**
Topic:	• 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	**Semester & Section:**	**6th sem & 'A' sec**

AFTERNOON SESSION DETAILS

Image of session:



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Java:

- **The java collections framework was seen with examples.**
- **ArrayList in Arrays is the Easy Way to learn in Java.**
- **Linked Lists in Java was learnt with an example.**
- **Retrieving Objects via a Key using HashMap was seen.**
- **Sorted Maps in Java was learnt.**
- **Sets in Java was seen.**
- **Using Custom Objects in Sets and as Keys in Maps**
- **Sorting Lists using Java with an example.**

```
package one;
import java.util.*;
public class collectionsort
{
    public static void main(String[] args)
    {
        // Create a list of strings
        ArrayList<String> al = new ArrayList<String>();
        al.add("Oh Yes");
        al.add("Friends");
        al.add("Dear");
        al.add("Is");
        al.add("Superb");

        /* Collections.sort method is sorting the
        elements of ArrayList in ascending order. */
        Collections.sort(al);

        // Let us print the sorted list
        System.out.println("List after the use of" +
                           " Collection.sort() :\n" + al);
    }
}
```

- **Example of HashMap:**

```
package one;
//Java program to illustrate
//Java.util.HashMap
import java.util.HashMap;
import java.util.Map;

public class hashmap {
    public static void main(String[] args)
    {
        HashMap<String, Integer> map = new HashMap<>();

        map.put("Rama", 10);
        map.put("Beema", 30);
        map.put("Soma", 20);

        for (Map.Entry<String, Integer> e : map.entrySet())
            System.out.println(e.getKey() + " " + e.getValue());
    }
}
```