

DAILY ASSESSMENT REPORT

Date:	15 June 2020	Name:	Gagan M K
Course:	Introduction to Digital Marketing	USN:	4AL17EC032
Topic:	<ul style="list-style-type: none"> • 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

The screenshot displays a web browser window with the URL `olympus.greatlearning.in/courses/111107/pages/types-of-ads?module_item_id=453637`. The page is titled "Types of ads" and is part of a course "Introduction to Digital Marketing". The left sidebar lists the course content, with "Types of ads" selected. The main content area shows the Facebook Ad Manager interface, which includes options to create a new ad set, select an ad account, and choose between image or video ad formats. A video player at the bottom shows a video titled "Best Performance With Video Templates".

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

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.

The screenshot displays the Great Learning LMS interface. At the top, the navigation bar includes 'Home', 'Live Sessions', 'Certificates', and a 'My Courses' button with a user profile icon. The main content area is titled 'Courses / Introduction to Digital Marketing / Quiz'. On the left, a 'Content' sidebar lists 'Course Overview', 'Introduction to Digital Marketing', 'Quiz', and 'Claim your course certificate'. The 'Quiz' section is active, showing details: Type: Graded Quiz, Attempts: 1/2, Questions: 10, Time: 30m, Scoring Policy: Highest Score, Due Date: Jan 31, 2021, 11:59 PM, and Your Score: 9/10. Below this is an 'Instructions' dropdown and a 'RETAKE' button. An 'Attempt History' table shows one attempt on Jun 15, 2:06 PM with a score of 9. Navigation buttons for 'Previous' and 'Next' are at the bottom.

Date	Attempt	Marks
Jun 15, 2:06 PM	1	9

Certificate:



Certificate of completion

Presented to

Gagan M K

For successfully completing a free online course
Introduction to Digital Marketing

Provided by
Great Learning Academy
(On June 2020)

To verify this certificate visit verify.greatlearning.in/ZCVXCFVF

Webinar on “Business Etiquette” from Cambridge Assessments English



RECONNECT



Non Verbal communication: Body Language

- Leaning forward = interest
- Smiling = friendly
- Nodding = attentive and alert
- Eye contact = curious and focused
- Crossed arms = defensive
- Fidgeting hands or tapping feet = nervous or bored
- Lack of eye contact = untrustworthy
- Leaning back = discomfort



Date:	15 June 2020	Name:	Gagan M K
Course:	Java Tutorial for Complete Beginners	USN:	4AL17EC032
Topic:	<ul style="list-style-type: none"> • 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:	6 th sem & 'A' sec

AFTERNOON SESSION DETAILS

Image of session:

The screenshot displays the Udemy interface for the course 'Java Tutorial for Complete Beginners'. The main video player area shows a title card with the text 'Cave of Programming Java Collections Framework'. The right sidebar lists the course content, with item 59, 'Sorting Lists', selected. The bottom section shows the 'About this course' text: 'Learn to program using the Java programming language'.

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

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());
    }
}
```