

### DAILY ASSESSMENT FORMAT

Date:	15/06/2020	Name:	K B KUSHI
Course:	Introduction to Digital Marketing	USN:	4AL17EC107
Topic:	Introduction to Digital Marketing	Semester & Section:	6 B
Github Repository:	<a href="https://github.com/alvas-education-foundation/KUSHI-COURSES.git">https://github.com/alvas-education-foundation/KUSHI-COURSES.git</a>		

### FORENOON SESSION DETAILS

Image of session



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## Certificate of completion

Presented to

**K B Kushi**

For successfully completing a free online course  
Introduction to Digital Marketing

Provided by  
Great Learning Academy  
(On June 2020)



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### Introduction to Digital Marketing

Please don't use Ad blocker while accessing this course. The video with the name "Adset" will get blocked by Adblocker because it has "Ad" word in it and will result in Server Unreachable error.

▶ Consumer Journey of Today	35m	✓
▶ Explanation of New Medias	16m	✓
▶ Explanation of New Medias -Contd	11m	✓
▶ Understanding Brand Purpose	15m	✓
▶ Introduction to Facebook Marketing	13m	✓
▶ Purpose of using Facebook as Marketing Channel	7m	✓
▶ Facebook Interface and Types of Audiences	11m	✓
▶ Adset Set up guide	12m	✓
▶ What is custom audience	10m	✓
▶ Types of ads	14m	✓

### Quiz

🚩 Quiz	Your Score: 9/10	✓
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## Report –

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.

## Course Objectives

This course aims to

- 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

### **Pedagogy**

The objectives envisaged in this course will be met through High-Quality Video Content.

### **Course Content**

The course focusses on:

- Consumer-centric approach to business
- Explanation of New Medias
- Understanding Brand Purpose
- Facebook Marketing

<b>Date:</b>	15/06/2020	<b>Name:</b>	K B KUSHI
<b>Course:</b>	MySQL	<b>USN:</b>	4AL17EC107
<b>Topic:</b>	<ul style="list-style-type: none"> <li>• Inserting and using database data</li> <li>• Using One Page To Process Forms - Part 1</li> <li>• Using One Page To Process Forms - Part 2</li> <li>• Multi Part Forms</li> <li>• Save And Return POST and GET</li> <li>• Save And Return INSERT</li> </ul>	<b>Semester &amp; Section:</b>	6 B

	<ul style="list-style-type: none"> <li>• <b>Save And Return UPDATE</b></li> <li>• <b>Normalization</b></li> <li>• <b>Simple Drop Downs</b></li> <li>• <b>Complex Drop Downs</b></li> <li>• <b>Revised Form - The Code</b></li> </ul>		
	<b>Revised Form - The Result</b>		
<b>Github Repository:</b>	<b><a href="https://github.com/alvas-education-foundation/KUSHI-COURSES.git">https://github.com/alvas-education-foundation/KUSHI-COURSES.git</a></b>		

## FORENOON SESSION DETAILS

### Image of session

The screenshot shows the Udemy interface for the course "Beginner PHP and MySQL Tutorial". The main content area displays the "Review & Quiz" section, which includes a list of topics learned in the chapter:

- use isset() to test if a variable has been SET.
- use unset() to unset the value of a variable
- create a multi-part form so we can add records on the same form as listing them
- create dropdowns for both simple lists of options and indexed (complex) lists of options
- save changed database records in the same scripts as they are modified by a user

Below the list is a "Link to Quiz" button. The right sidebar shows the "Course content" list, which includes sections 76 through 14:

- 76. Simple Drop Downs (4min)
- 77. Complex Drop Downs (4min)
- 78. Revised Form - The Code (5min)
- 79. Revised Form - The Result (3min)
- 80. Lesson Review (1min)
- Section 7: MySQL Joins (0 / 7 | 37min)
- Section 8: PHP Errors And Security (0 / 16 | 1hr 10min)
- Section 9: Building A Template Page (0 / 10 | 42min)
- Section 10: PHP Functions (0 / 11 | 58min)
- Section 11: Using External Files, And Images (0 / 9 | 44min)
- Section 12: Email With PHP (0 / 8 | 34min)
- Section 13: Real Life PHP Introduction (0 / 14 | 52min)
- Section 14: About The Author (0 / 1 | 1min)

**UdeMy** | Beginner PHP and MySQL Tutorial

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**Course content**

**Section 6: Inserting And Using Database Data**  
12 / 12 | 39min

- 69. Using One Page To Process Forms - Part 1 (2min)
- 70. Using One Page To Process Forms - Part 2 (4min)
- 71. Multi Part Forms (4min)**
- 72. Save And Return POST and GET (3min)
- 73. Save And Return INSERT (2min)
- 74. Save And Return UPDATE (3min)
- 75. Normalization (4min)
- 76. Simple Drop Downs (4min)
- 77. Complex Drop Downs (4min)
- 78. Revised Form - The Code (5min)
- 79. Revised Form - The Result (3min)
- 80. Lesson Review (1min)

**Section 7: MySQL Joins**  
0 / 7 | 37min

**Section 8: PHP Errors And Security**

**About this course**

Learn PHP and MySQL and start developing web apps like a pro! This course also comes with a Certificate of Completion.

## Report –

### Inserting and using database data

Here are some syntax rules to follow:

- The SQL query must be quoted in PHP
- String values inside the SQL query must be quoted
- Numeric values must not be quoted
- The word NULL must not be quoted

The INSERT INTO statement is used to add new records to a MySQL table:

- **INSERT INTO table\_name (column1, column2, column3,...)  
VALUES (value1, value2, value3,...)** Using One Page To Process Forms - Part 1

### How to write data in a database from PHP

The administrators of the content of a Web site, when they enter a private page (protected with user and password, part of the administration panel or back-end of the site), for -for example- add products to a catalog, news to a portal and similar tasks. The objective of the administrators to add this information is that it is then visualized by the visitors that enter the site, that is, they navigate using dynamic pages like the ones we learned to create in the previous topic, whose content was stored in the database. of data

**2. Users of our site may also add data to our database in certain circumstances, when they send a comment about a news item, a message in a forum, complete their information in a registration form, that is, use HTML pages to write something and send it to the server from the front-end (the "public" pages of our site)**