**DAILY ASSESSMENT FORMAT**

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| **Date:** | **15/06/2020** | **Name:** | **Lepakshi T V** |
| **Course:** | **Introduction to digital marketing** | **USN:** | **4AL17EC044** |
| **Topic:** | **Digital marketing** | **Semester & Section:** | **6th sem A sec** |
| **Github Repository:** | **Lepakshi-044** |  |  |

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| **FORENOON SESSION DETAILS** |
| **Image of session** |
| **Report – Report can be typed or hand written for up to two pages.**  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 |

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| **Date:** | **15/06/2020** | **Name:** | **Lepakshi T V** |
| **Course:** | **MySQL** | **USN:** | **4AL17EC044** |
| **Topic:** | * **PHP functions** * **Using external files and images** | **Semester & Section:** | **6th sem A sec** |
| **Github Repository:** | **Lepakshi-044** |  |  |

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| **FORENOON SESSION DETAILS** |
| **Image of session** |
| **Report – Report can be typed or hand written for up to two pages.**   * Examine some of the vast aresnal of bulit in php functions * Build custom functions * Use CSS styles in functions to echo formatted display * Study more php functions to manage MySQL data * Read data into an Array-single and multi dimensional * Look at php server variables and how they can be used * Learn how to detect the user’s browser.        * Create a php script to read and write plain text files from and to the srever * Find out how image files are managed with php * Learn how and why to resize images * Create a php script to upload files * Learn how to fetch the HTML contents of a web document * Learn how to parse on HTML document to extract useful data. |