

DAILY ASSESSMENT FORMAT

Date:	15/6/2020	Name:	M V Ramya
Course:	Introduction to Digital Marketing	USN:	4AL17EC045
Topic:	Introduction to Digital Marketing	Semester & Section:	6th A
Github Repository:	MV-Ramya-045		

FORENOON SESSION DETAILS

Image of the session

The screenshot displays the 'Introduction to Digital Marketing' course page on the Great Learning platform. The page includes a navigation bar with 'Home', 'Live Sessions', and 'Certificates' links. A 'My Courses' button and a user profile icon are visible in the top right corner. The main content area lists 10 video lessons, each with a play button icon, title, duration, and a green checkmark indicating completion. Below the videos is a 'Quiz' section with a score of 9/10. At the bottom, there is a 'Claim your course certificate' button.

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

Quiz

Quiz Your Score: 9/10

Claim your course certificate

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**

Date:	15/2020	Name:	M V Ramya
Course:	MySQL	USN:	4AL17EC045
Topic:	<ul style="list-style-type: none"> • Inserting and using database data • Using One Page To Process Forms - Part 1 • Using One Page To Process Forms - Part 2 • Multi Part Forms • Save And Return POST and GET • Save And Return INSERT • Save And Return UPDATE • Normalization • Simple Drop Downs • Complex Drop Downs • Revised Form - The Code <p>Revised Form - The Result</p>	Semester & Section:	6th A

AFTERNOON SESSION DETAILS

The screenshot shows the UdeMy course interface for 'Beginner PHP and MySQL Tutorial'. The main content area displays a file explorer view of the course files, including a 'phpTraining-0104' folder. The file explorer shows a hierarchy of files and folders, including 'Multi part forms', 'DropDowns', and 'Exercise Answers'. The right sidebar shows the 'Course content' section, listing lessons 69 through 80. Lesson 71, 'Multi Part Forms', is highlighted. The bottom navigation bar includes 'Overview', 'Notes', and 'Announcements'.

About this course

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

The screenshot shows the UdeMy course interface for 'Beginner PHP and MySQL Tutorial'. The main content area displays a 'Review & Quiz' page. The page features a 'php and MySQL' sidebar with a list of topics, including 'Introduction', 'Getting Started', 'MySQL & php together', 'Echo to a Browser', 'Two Page Model', 'One Page Model', 'Multi Part Forms', 'Save & Return', 'Normalization', 'Simple DropDowns', 'Complex DropDowns', 'Revised Form', 'Review & Quiz', 'Exercises', 'Joins & Nests', 'Exceptions and Security', 'Templates', 'Navigation', 'Functions', 'File Handling', 'Email with php', 'Real Life php', and 'Exploring Further'. The main content area lists the topics covered in the chapter, including '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', and 'save changed database records in the same scripts as they are modified by a user'. A 'Link to Quiz' button is also present. The right sidebar shows the 'Course content' section, listing lessons 76 through 80. Lesson 80, 'Lesson Review', is highlighted. The bottom navigation bar includes 'Overview', 'Notes', and 'Announcements'.

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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

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)

