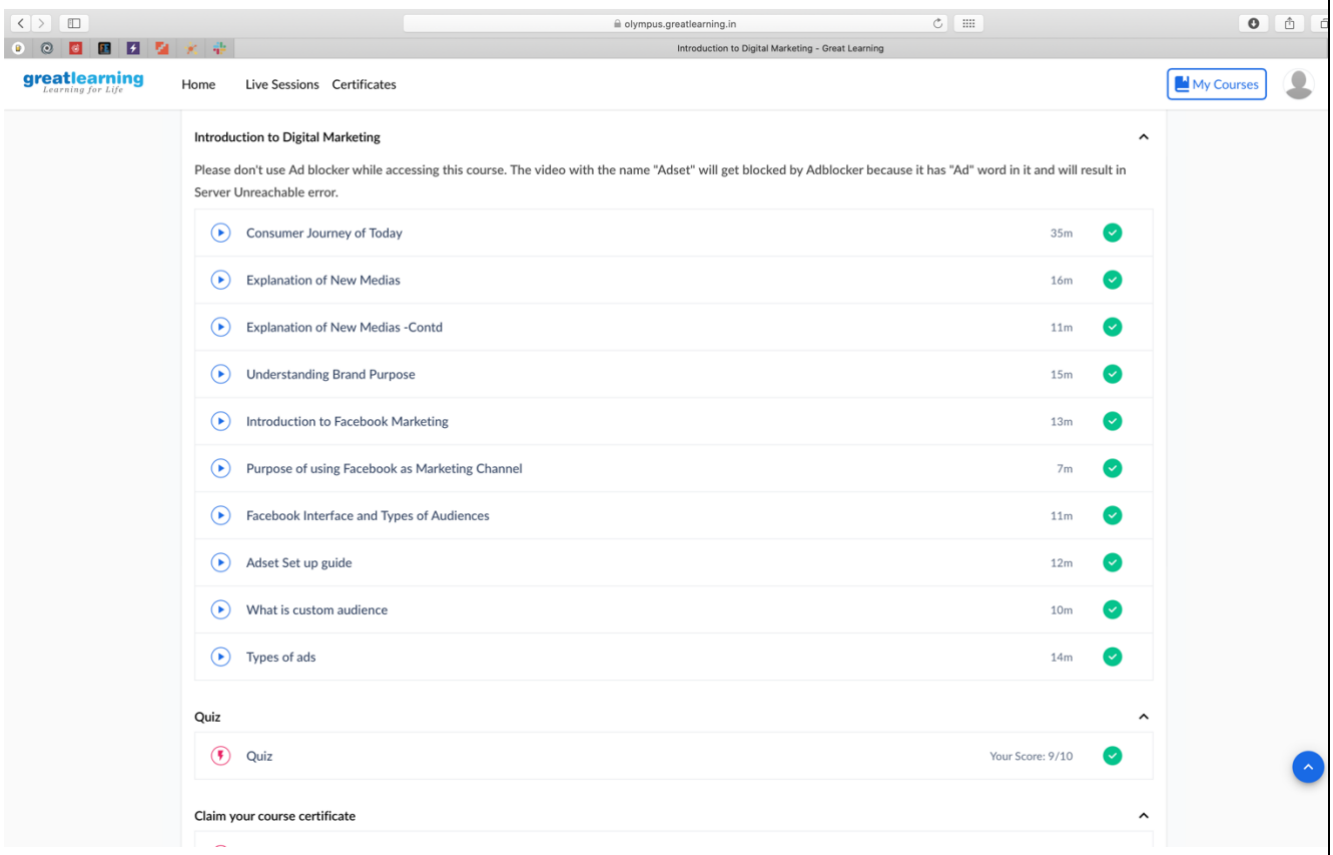
DAILY ASSESSMENT FORMAT

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



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.

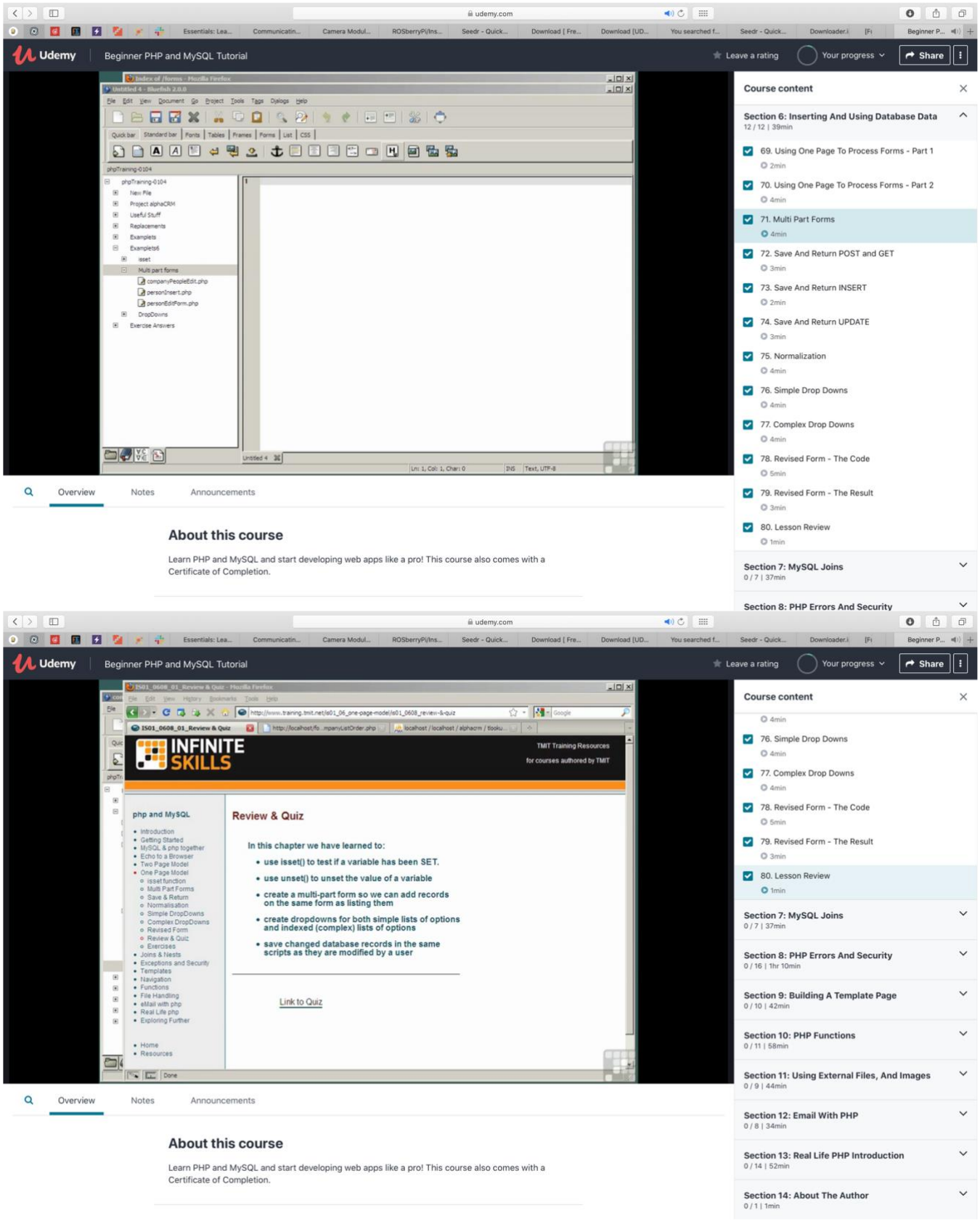
Course Content

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:	**• 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** **Revised Form - The Result**	**Semester & Section:**	**6th A**

AFTERNOON SESSION DETAILS



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)