**DAILY ASSESSMENT FORMAT**

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| **Date:** | **15/06/2020** | **Name:** | **Navya R** |
| **Course:** | **Digital marketing** | **USN:** | **4AL16EC041** |
| **Topic:** | **Introduction of digital marketing** | **Semester & Section:** | **8 A** |
| **Github Repository:** | **Navya-R** |  |  |

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| **FORENOON SESSION DETAILS** |
| **Image of session** |
| **Report**  **Digital marketing** is the component of [marketing](https://en.wikipedia.org/wiki/Marketing) that utilizes [internet](https://en.wikipedia.org/wiki/Internet) and [online](https://en.wikipedia.org/wiki/Online) based digital technologies such as [desktop computers](https://en.wikipedia.org/wiki/Desktop_computer), [mobile phones](https://en.wikipedia.org/wiki/Mobile_phone) and other [digital media](https://en.wikipedia.org/wiki/Digital_media) and platforms to promote products and services.[[1]](https://en.wikipedia.org/wiki/Digital_marketing#cite_note-1)[[2]](https://en.wikipedia.org/wiki/Digital_marketing#cite_note-2) Its development during the 1990s and 2000s, changed the way brands and businesses use technology for marketing. As digital platforms became increasingly incorporated into marketing plans and everyday life,[[3]](https://en.wikipedia.org/wiki/Digital_marketing#cite_note-3) and as people increasingly use digital devices instead of visiting physical shops,[[4]](https://en.wikipedia.org/wiki/Digital_marketing#cite_note-4)[[5]](https://en.wikipedia.org/wiki/Digital_marketing#cite_note-:0-5) digital marketing campaigns have become prevalent, employing combinations of [search engine optimization](https://en.wikipedia.org/wiki/Search_engine_optimization) (SEO), [search engine marketing](https://en.wikipedia.org/wiki/Search_engine_marketing) (SEM), [content marketing](https://en.wikipedia.org/wiki/Content_marketing), [influencer marketing](https://en.wikipedia.org/wiki/Influencer_marketing), content automation, campaign marketing, [data](https://en.wikipedia.org/wiki/Data)-driven marketing, [e-commerce](https://en.wikipedia.org/wiki/E-commerce) marketing, [social media marketing](https://en.wikipedia.org/wiki/Social_media_marketing), [social media optimization](https://en.wikipedia.org/wiki/Social_media_optimization), [e-mail direct marketing](https://en.wikipedia.org/wiki/Email_marketing), [display advertising](https://en.wikipedia.org/wiki/Display_advertising), [e–books](https://en.wikipedia.org/wiki/E-book), and [optical disks](https://en.wikipedia.org/wiki/Optical_disc) and games have become commonplace. Digital marketing extends to non-Internet channels that provide digital media, such as television, mobile phones ([SMS](https://en.wikipedia.org/wiki/SMS) and [MMS](https://en.wikipedia.org/wiki/Multimedia_Messaging_Service)), callback, and on-hold mobile ring tones.[[6]](https://en.wikipedia.org/wiki/Digital_marketing#cite_note-6) The extension to *non*-Internet channels differentiates digital marketing from [online marketing](https://en.wikipedia.org/wiki/Online_marketing) Developments and strategies One of the major changes that occurred in traditional marketing was the "emergence of digital marketing" (Patrutiu Baltes, Loredana, 2015), this led to the reinvention of marketing strategies in order to adapt to this major change in traditional marketing (Patrutiu Baltes, Loredana, 2015).  As digital marketing is dependent on [technology](https://en.wikipedia.org/wiki/Technology) which is ever-evolving and fast-changing, the same features should be expected from digital marketing developments and strategies. This portion is an attempt to qualify or segregate the notable highlights existing and being used as of press time.[[*when?*](https://en.wikipedia.org/wiki/Wikipedia:Manual_of_Style/Dates_and_numbers#Chronological_items)]   * **Segmentation**: More focus has been placed on segmentation within digital marketing, in order to target specific markets in both business-to-business and business-to-consumer sectors. * **Influencer marketing**: Important nodes are identified within related communities, known as influencers. This is becoming an important concept in digital targeting.[[53]](https://en.wikipedia.org/wiki/Digital_marketing#cite_note-:1-53) Influencers allow brands to take advantage of social media and the large audiences available on many of these platforms.[[53]](https://en.wikipedia.org/wiki/Digital_marketing#cite_note-:1-53) It is possible to reach influencers via paid advertising, such as Facebook Advertising or Google Adwords campaigns, or through sophisticated sCRM (social customer relationship management) software, such as SAP C4C, Microsoft Dynamics, Sage CRM and Salesforce CRM. Many universities now focus, at Masters level, on engagement strategies for influencers.   To summarize, Pull digital marketing is characterized by consumers actively seeking marketing content while Push digital marketing occurs when marketers send messages without that content being actively sought by the recipients.   * **Online behavioural advertising** is the practice of collecting information about a user's online activity over time, "on a particular device and across different, unrelated websites, in order to deliver advertisements tailored to that user's interests and preferences.[[54]](https://en.wikipedia.org/wiki/Digital_marketing#cite_note-54)[[55]](https://en.wikipedia.org/wiki/Digital_marketing#cite_note-55) Such Advertisements are customized as per the user behavior and pattern. * **Collaborative Environment**: A collaborative environment can be set up between the organization, the technology service provider, and the digital agencies to optimize effort, resource sharing, reusability and communications.[[56]](https://en.wikipedia.org/wiki/Digital_marketing#cite_note-56) Additionally, organizations are inviting their customers to help them better understand how to service them. This source of data is called User Generated Content. Much of this is acquired via company websites where the organization invites people to share ideas that are then evaluated by other users of the site. The most popular ideas are evaluated and implemented in some form. Using this method of acquiring data and developing new products can foster the organizations relationship with their customer as well as spawn ideas that would otherwise be overlooked. UGC is low-cost advertising as it is directly from the consumers and can save advertising costs for the organisation. * **Data-driven advertising:** Users generate a lot of data in every step they take on the path of customer journey and brands can now use that data to activate their known audience with data-driven programmatic media buying. Without exposing customers' privacy, users' data can be collected from digital channels (e.g.: when customer visits a website, reads an e-mail, or launches and interact with brand's mobile app), brands can also collect data from real world customer interactions, such as brick and mortar stores visits and from CRM and sales engines datasets. Also known as people-based marketing or addressable media, data-driven advertising is empowering brands to find their loyal customers in their audience and deliver in real time a much more personal communication, highly relevant to each customers' moment and actions.[[57]](https://en.wikipedia.org/wiki/Digital_marketing#cite_note-57)   An important consideration today while deciding on a strategy is that the digital tools have democratized the promotional landscape.   * **Remarketing:** Remarketing plays a major role in digital marketing. This tactic allows marketers to publish targeted ads in front of an interest category or a defined audience, generally called searchers in web speak, they have either searched for particular products or services or visited a website for some purpose. * **Game advertising**: Game ads are advertisements that exist within computer or video games. One of the most common examples of in-game advertising is billboards appearing in sports games. In-game ads also might appear as brand-name products like guns, cars, or clothing that exist as gaming status symbols.   The new digital era has enabled brands to [selectively target their customers](https://en.wikipedia.org/wiki/Targeted_advertising) that may potentially be interested in their brand or based on previous browsing interests. Businesses can now use social media to select the age range, location, gender and interests of whom they would like their targeted post to be seen by. Furthermore, based on a customer's recent search history they can be ‘followed’ on the internet so they see advertisements from similar brands, products and services,[[58]](https://en.wikipedia.org/wiki/Digital_marketing#cite_note-58) This allows businesses to target the specific customers that they know and feel will most benefit from their product or service, something that had limited capabilities up until the digital era. |

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| **Date:** | **15/6/2020** | **Name:** | **Navya R** | |
| **Course:** | **Java** | **USN:** | **4al16ec041** | |
| **Topic:** | **Linked Lists**  **Sorted links** | **Semester & Section:** | **8 A** | |
| **AFTERNOON SESSION DETAILS** | | | |
| **REPORT** **LinkedList in Java** Linked List are linear data structures where the elements are not stored in contiguous locations and every element is a separate object with a data part and address part. The elements are linked using pointers and addresses. Each element is known as a node. Due to the dynamicity and ease of insertions and deletions, they are preferred over the arrays. It also has few disadvantages like the nodes cannot be accessed directly instead we need to start from the head and follow through the link to reach to a node we wish to access. To store the elements in a linked list we use a doubly linked list which provides a linear data structure and also used to inherit an abstract class and implement list and deque interfaces.  In Java, LinkedList class implements the [list interface](https://www.geeksforgeeks.org/list-interface-java-examples/). The LinkedList class also consists of various constructors and methods like other java collections.  **Constructors for Java LinkedList:**   1. LinkedList(): Used to create an empty linked list. 2. LinkedList(Collection C): Used to create a ordered list which contains all the elements of a specified collection, as returned by the collection’s iterator.   // Java code for Linked List implementation  import java.util.\*;  public class Test  {  public static void main(String args[])  {  // Creating object of class linked list  LinkedList<String> object = new LinkedList<String>();  // Adding elements to the linked list  object.add("A");  object.add("B");  object.addLast("C");  object.addFirst("D");  object.add(2, "E");  object.add("F");  object.add("G");  System.out.println("Linked list : " + object);  // Removing elements from the linked list  object.remove("B");  object.remove(3);  object.removeFirst();  object.removeLast();  System.out.println("Linked list after deletion: " + object);  // Finding elements in the linked list  boolean status = object.contains("E");  if(status)  System.out.println("List contains the element 'E' ");  else  System.out.println("List doesn't contain the element 'E'");  // Number of elements in the linked list  int size = object.size();  System.out.println("Size of linked list = " + size);  // Get and set elements from linked list  Object element = object.get(2);  System.out.println("Element returned by get() : " + element);  object.set(2, "Y");  System.out.println("Linked list after change : " + object);  }  }  return 0;  } **SortedMap Interface in Java with Examples** SortedMap is an interface in [collection framework](https://www.geeksforgeeks.org/collections-in-java-2/). This interface extends [Map interface](https://www.geeksforgeeks.org/map-interface-java-examples/) and provides a total ordering of its elements (elements can be traversed in sorted order of keys). Exampled class that implements this interface is [TreeMap](https://www.geeksforgeeks.org/hashmap-treemap-java/" \t "_blank).  sortedmap  The main characteristic of a SortedMap is that, it orders the keys by their natural ordering, or by a specified comparator. So consider using a [TreeMap](https://www.geeksforgeeks.org/hashmap-treemap-java/" \t "_blank) when you want a map that satisfies the following criteria:  **Code** for SortedMap:  public interface SortedMap extends Map  {  Comparator comparator();  SortedMap subMap(K fromKey, K toKey);  SortedMap headMap(K toKey);  SortedMap tailMap(K fromKey);  K firstKey();  K lastKey();  } | | | |