Date:	15-06-2020	Name:	Prajwal Kamagethi Chakravarti P L
Course:	Introduction to Digital Marketing	USN:	4AL17EC073
Topic:	Introduction to Digital Marketing	Semester & Section:	6th & B
GitHub Repository:	https://www.github.com/alvas-education-foundation/Prajwal-Kamagethi.git		

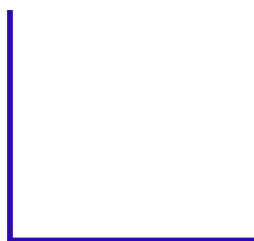| FORENOON SESSION DETAILS |
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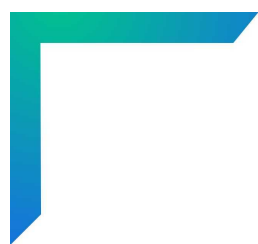
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Certificate of completion

Presented to

Prajwal Kamagethi Chakrvarti P L

For successfully completing a free online course
Introduction to Digital Marketing

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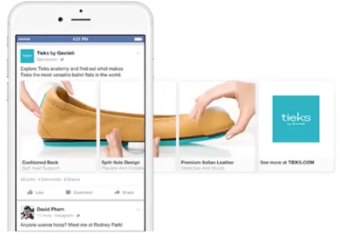Courses / Introduction to Digital Marketing / Types of ads

Content

Consumer Journey of Today ✓

Explanation of New Medias ✓

Explanation of New Medias - Contd ✓

Understanding Brand Purpose ✓

Introduction to Facebook Marketing ✓

Purpose of using Facebook as Marketing Channel ✓

Facebook Interface and Types of Audiences ✓

Adset Set up guide ✓

What is custom audience ✓

Types of ads

Quiz

Types of ads

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1. Highlight a product
Tieks are a specialist ballet shoe maker and used carousel ads to highlight one of the products. Each card of the ad focuses in on one aspect of their shoe, and they used the headline copy to provide more context to each image.

How would you rate this video ☆ ☆ ☆ ☆ ☆

‹ Previous   Next ›

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Introduction to Digital Marketing

Consumer Journey of Today ✓

Explanation of New Medias ✓

Explanation of New Medias - Contd ✓

Understanding Brand Purpose ✓

Introduction to Facebook Marketing ✓

Purpose of using Facebook as Marketing Channel ✓

Facebook Interface and Types of Audiences ✓

Adset Set up guide ✓

What is custom audience ✓

Types of ads ✓

Quiz

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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

Next ›

Report –

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- Facebook Marketing

DAILY ASSESSMENT

Date:	15-06-2020	Name:	Prajwal Kamagethi Chakravarti P L
Course:	MySQL	USN:	4AL17EC073
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 & B
GitHub repository	https://www.github.com/alvas-education-foundation/Prajwal-Kamagethi.git		

AFTERNOON SESSION DETAILS
Image of session

Screenshot 1

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php and MySQL

- Introduction
- Getting Started
- MySQL & php together
- Echo to a Browser
- Two Page Model
- One Page Model
  - isset function
  - Multi Part Forms
  - Save & Return
  - Normalisation
  - 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
- Exploring Further

- Home
- Resources

Review & Quiz

In this chapter we have learned to:

- 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

Link to Quiz

Done

Course content

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
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

Overview | Notes | 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.

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Index of /forms - Mozilla Firefox

Untitled 4 - Bluefish 2.0.0

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Quick bar Standard bar Fonts Tables Frames Forms List CSS

phpTraining-0104

- phpTraining-0104
  - New File
  - Project alphaCRM
  - Useful Stuff
  - Replacements
  - Examplets
  - Examplets6
    - isset
    - Multi part forms
      - companyPeopleEdit.php
      - personInsert.php
      - personEditForm.php
    - DropDowns
  - Exercise Answers

Untitled 4

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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
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  5min
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  3min
- ☑ 80. Lesson Review
  1min

Section 7: MySQL Joins
0 / 7 | 37min

Section 8: PHP Errors And Security

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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

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)

Whoever is the type of user that adds data to our database, will do so using the same technique: an HTML form to write the data on the client side (browser) and, the destination page of that form, a PHP code that, Being located on the server side, you can insert the data in the database and then return some responses to the browser.

So, we are talking about a process that has two stages or "moments":

The initial moment where the user completes the form, on the client's side

And the second, when a PHP page receives in the server the variables that the user completed and uses them to execute a SQL query that inserts the data of the database

Typically, this process will be divided into two different pages: an HTML file for the forms and a PHP page for the code that will run on the server, insert the data in the database and display a success or error message.

Two pages: one form sends data and another receives them and inserts them into the database.

On the second page (add.php), to insert the records in the database, the necessary steps will be:

That the program interpreter of PHP is identified before the manager program of MySQL and select a base (we have already created a function that did this in the previous topic, so we can use it)

Let's prepare a variable the order of the SQL language necessary to insert data in the database

We will execute that SQL command (it will not be necessary to create a specific function to insert data, since this query does not bring data, but sends it to the base, so it is not necessary to generate or run any "data package"). We will execute the command with mysql_query directly, it will be fundamental to evaluate if it returned true or not the execution of that query and, based on it, we will show a success message (if the data was inserted) or an error message