**DAILY ASSESSMENT**

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| **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** |  |  |

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| **FORENOON SESSION DETAILS** |
| **Image of 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** |
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| **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**     * **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**  1. **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. **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:**   1. **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)** 2. **Let's prepare a variable the order of the SQL language necessary to insert data in the database** 3. **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** | | | |