**DAILY ASSESSMENT**

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| **Date:** | **15-06-2020** | **Name:** | **M Pratheek Shet** |
| **Course:** | **Digital Marketing** | **USN:** | **4AL18EC061** |
| **Github Repository:** | **Pratheek-ECE** | **Semester & Section:** | **4th Sem A** |
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| **FORENOON SESSION DETAILS** |
| **Image of session**  **C:\Users\lenovo\Desktop\Redmi Note 5\photo\Screenshot_2020-06-16-08-49-50-799_com.android.browser.jpgC:\Users\lenovo\Desktop\Redmi Note 5\photo\Screenshot_2020-06-16-08-41-58-597_com.android.browser.jpg** |
| **Report –**  **Consumer Journey of today**  **Explanation of new Medias**  **Understanding brand purpose**  **Introduction of 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** |
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