

## Digital marketing:

### Report:

- Introduction to digital marketing
- Customer centric approach to business
- Explanation of new media
- Understanding brand purpose
- Feedback marketing

### Course objectives:

- Introduce you to the wide area of digital marketing in the context of media.
- Help understand the customer journey through the various phases from discovery to adoption of the product
- Understand Facebook as an important channel to reach consumers through its advertising capabilities.

Java:

→ The Java collection framework:

- \* ArrayList: Array the easy way
- \* linked lists
- \* Hash map: Retrieving objects via key
- \* sorted maps
- \* using custom objects as sets or keys in maps
- \* sorting lists