**ASSESSMENT 25**

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| **Date:** | 15-06-2020 | **Name:** | Sheela Golasangi |
| **Course:** | Digital marketing | **USN:** | 4AL16EC068 |
| **Topic:** | Introduction to Digital marketing | **Semester & Section:** | VIII  ‘B’ |
| **Github Repository:** | Sheela-Course |  |  |

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| **FORENOON SESSION DETAILS** |
| **C:\Users\india\Pictures\Screenshots\Screenshot (419).png**    C:\Users\india\Pictures\Screenshots\Screenshot (423).png    C:\Users\india\Pictures\Screenshots\Screenshot (424).png  C:\Users\india\Pictures\Screenshots\Screenshot (425).png  Digital marketing is the component of marketing that utilizes internet and online based digital technologies such as desktop computers, mobile phones and other digital media and platforms to promote products and services. Digital Marketing is the term used for the targeted, measurable, and interactive marketing of products or services using digital technologies to reach the viewers, turn them into customers, and retain them. ... Digital marketing achieves targets of marketing a business through different online channels.  the 3 consumer moments of truth  ● Zero moment of truth  ● First moment of truth  ● Second moment of truth  C:\Users\india\Pictures\Screenshots\Screenshot (430).png  Explanation of new medias New media refers to “those digital media that are interactive, incorporate two-way communication and involve some form of computing,” Robert Logan writes in his book Understanding New Media. New media is “very easily processed, stored, transformed, retrieved, hyperlinked and, perhaps most radical of all, easily searched for and accessed.” A distinction between new media and old media is that old media is for the most part mass media. In addition, each form of new media is highly interactive, while mass media is not. Users of new media are active producers of content and information, whether sending an email or using Internet collaboration tools. Professor and new media theorist Lev Manovich describes new media as being native to computers or relying on computers for distribution: websites, human-computer interface, virtual worlds, virtual reality, multimedia, computer games, computer animation, digital video, special effects in cinema and interactive computer installations. Introduction to the facebook marketing Facebook has 1.56 billion daily active users. Let’s put that in perspective. That’s nearly 5X the population of the United States, 20% of the world population ... and still climbing. So imagine the social influence achievable through Facebook in terms of your peer effects, ecommerce business, referrals, customer relationships, reputation, brand awareness, and much more (let alone, in combination with other social media platforms you market through). It’s not only the sheer number of people but the amount of our attention Facebook owns. Globally, the average user spends almost an hour per day on Facebook. Considering the average person sleeps eight hours a day, that means about 7% of our waking hours is spent with our eyes glued to the social network. Purpose of using Facebook for marketing Your Facebook business page is a great spot to develop your brand identity and show your human side. Facebook is where you can loosen the tie a bit – don’t be afraid to be funny. Ultimately you should consider what your key audience would want to see. Share social media images, links, videos, anything, as long as it is connected to your business and it seems like something your target audience would enjoy. In addition to hilarious videos of dogs walking in tiny shoes, a store specializing in footwear might also post an article about how to measure your foot size accurately, what kind of shoe inserts are best for different sore feet woes, etc. A nice mix of humor, educational resources, and posts about your store updates is ideal.  Types of ads  ● Display Advertising.  ● Video Advertising.  ● Mobile Advertising.  ● Native Advertising.  ● Audio Advertising.  ● Social Media Advertising.  ● Pay Per Click Search Advertising. |

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| **Date:** | 15-06-2020 | **Name:** | Sheela Golasangi |
| **Course:** | Java Tutorial for Complete Beginners | **USN:** | 4AL16EC068 |
| **Topic:** | The java collections framework  1. ArrayList: Arrays the Easy Way  2. Linked Lists  3. HashMap: Retrieving Objects via a Key  4. Sorted Maps  5. Sets  6. Using Custom Objects in Sets and as Keys in Maps  7. Sorting Lists | **Semester & Section:** | VIII  ‘B’ |
| **Github Repository:** | Sheela-Course |  |  |
| **AFTERNOON SESSION DETAILS** | | | |
| C:\Users\india\Pictures\Screenshots\Screenshot (412).pngC:\Users\india\Pictures\Screenshots\Screenshot (416).png C:\Users\india\Pictures\Screenshots\Screenshot (414).png  C:\Users\india\Pictures\Screenshots\Screenshot (418).png Array of ArrayList in Java We often come across 2D arrays where most of the part in the array is empty. Since space is a huge problem, we try different things to reduce the space. One such solution is to use [jagged array](https://www.geeksforgeeks.org/jagged-array-in-java/) when we know the length of each row in the array, but the problem arises when we do not specifically know the length of each of the rows. Here we use [ArrayList](https://www.geeksforgeeks.org/arraylist-in-java/) since the length is unknown. Following is a Java program to demonstrate the above concept. 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.  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).    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: Collections.sort() in Java with Examples **java.util.Collections.sort()** method is present in java.util.Collections class. It is used to sort the elements present in the specified [list](https://www.geeksforgeeks.org/list-interface-java-examples/) of Collection in ascending order. It works similar to [java.util.Arrays.sort()](https://www.geeksforgeeks.org/arrays-sort-in-java-with-examples/) method but it is better then as it can sort the elements of Array as well as linked list, queue and many more present in it.  public static void sort(List myList)  myList : A List type object we want to sort.  This method doesn't return anything | | | |