

## Forenoon Session

Date: 15/6/2020

Name: Sheha.G

Course: Digital Marketing

USN: 4AL18EL050

### Report:

- Introduction to digital marketing
- Consumer centric approach to business
- Explanation of new medias
- Understanding Brand purpose
- Facebook 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 from discovery to adoption of the product
- Understand Facebook as an important channel to reach consumers through its advertising capabilities

## Afternoon Session

Name: Sneha.G

USN: 4AL18EC050

Date: 15/6/2020

Course: JAVA

Report:

⇒ The JAVA collection framework

- ArrayList: Arrays the easy way
- Linked lists
- HashMap: Retrieving objects via key
- Sorted maps
- Using custom objects in sets as keys in maps
- Sorting lists