**DAILY ASSESSMENT FORMAT**

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| **Date:** | **15-06-2020** | **Name:** | **Anand kumar k** |
| **Course:** |  | **USN:** | **4al16ec002** |
| **Topic:** | **Digital marketing** | **Semester & Section:** | **8thsem ‘A’ sec** |
| **Github Repository:** | **Anand-courses** |  |  |

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| **FORENOON SESSION DETAILS** |
| **Image of session**      **Course Description**  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:** | **Anand kumar k** | |
| **Course:** |  | **USN:** | **4al16ec002** | |
| **Topic:** | **mysql** | **Semester & Section:** | **8thsem ‘A’ sec** | |
| **AFTERNOON SESSION DETAILS** | | | |
| **Image of session** | | | |
| Introduction to MySQL LOOP statement The LOOP statement allows you to execute one or more statements repeatedly.  Here is the basic syntax of the LOOP statement:  [begin\_label:] LOOP  statement\_list  END LOOP [end\_label]  The LOOP can have optional labels at the beginning and end of the block.  The LOOP executes the statement\_list repeatedly. The statement\_list may have one or more statements, each terminated by a semicolon (;) statement delimiter.  Typically, you terminate the loop when a condition is satisfied by using the [LEAVE](https://www.mysqltutorial.org/mysql-stored-procedure/mysql-leave/) statement.  This is the typical syntax of the LOOP statement used with LEAVE statement:  [label]: LOOP  ...  *-- terminate the loop*  IF condition THEN  LEAVE [label];  END IF;  ...  END LOOP;  The LEAVE statement immediately exits the loop. It works like the break statement in other programming languages like PHP, C/C++, and Java.  In addition to the LEAVE statement, you can use the ITERATE statement to skip the current loop iteration and start a new iteration. The ITERATE is similar to the continue statement in PHP, C/C++, and Java.  The WHILE loop is a loop statement that executes a block of code repeatedly as long as a condition is true.  Here is the basic syntax of the WHILE statement:  [begin\_label:] WHILE search\_condition DO  statement\_list  END WHILE [end\_label]  In this syntax:  First, specify a search condition after the WHILE keyword.  The WHILE checks the search\_condition at the beginning of each iteration.  If the search\_condition evaluates to TRUE, the WHILE executes the statement\_list as long as the search\_condition is TRUE.  The WHILE loop is called a pretest loop because it checks the search\_condition before the statement\_list executes.  Second, specify one or more statements that will execute between the DO and END WHILE keywords.  Third, specify optional labels for the WHILE statement at the beginning and end of the loop construct.  The following flowchart illustrates the MySQL WHILE loop statement: | | | |