

Date:- 15/6/20

Name:- Harshitha.T

Course:- Great learning

USN:- 4AL17EC106

Topic:- Digital marketing

Sem & Sec:- 6th B.

- * Digital marketing is the use of the Internet, mobile devices, social media, search engines, and other channels to reach consumers.
- * Digital marketing targets a specific segment of the customer base & is interactive. Digital marketing is on the rise and includes search result ads etc anything that in corporate marketing with customer feedback.
- * Website marketing:
Pay-per-click Advertising enables marketers to reach internet users on a number of digital platforms through paid ads.
- * Email marketing:
It is still one of the most effective digital marketing channels.
- * Social media marketing, Affiliate marketing and its various forms.
- * Digital marketing challenges.
 - Digital marketing poses special challenges for its purveyors.
 - It has rapidly proliferating & digital marketers have to keep up the channels work how they are used by receivers and services or products.

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Name: Harshitha T

Topic:- mysql

USN:- UALIT6CLOG

Course:- udemy

Sem & Sec:- 6th B.

CMS module:-

- * Module is one of those words that can have many different meanings. A module is a collection of code files that adds one or more features to your website.
- * PHP is a server side scripting language that is used to develop static websites or dynamic websites or web applications.
- * We can even learn PHP without knowing HTML but it is recommended you at least ~~apli~~ know the basics of HTML database.
- ~~* The flow chart~~
- * Php syntax file can also contain tags such as HTML code or it ~~system~~ can be used in combination with various web template systems.