

DAILY ASSESSMENT FORMAT

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|---------------------------|---|--------------------------------|-------------------------------|
| Date: | 15 JUNE 2020 | Name: | HARSHITHA H |
| Course: | Digital marketing | USN: | 4AL18EC020 |
| Topic: | 1.Consumer-centric approach to business 2.Explanation of new medias 3.Understanding brand purpose 4.Facebook marketing | Semester & Section: | IV SEM & A SECTION |
| Github Repository: | harshithah | | |

Image of session

The screenshot shows a web browser window displaying a Great Learning webinar. The URL is olympus.greatlearning.in/courses/11107/pages/consumer-journey-of-today?module_item_id=453628. The page title is 'Consumer Journey of Today'. The main content area features a slide titled 'The 3 Consumer Moments of Truth' with a central figure and three stages: 0 Zero Moment of Truth (Searching for information about a brand or product), 1st First Moment of Truth (Choosing a product at the store shelf), and 2nd Second Moment of Truth (Using a product, and deciding whether to buy it again). The slide also includes a P&G logo and a shopping cart icon. The left sidebar shows a 'Content' menu with items like 'Introduction to Digital Marketing', 'Consumer Journey of Today', 'Explanation of New Medias', etc. The bottom of the browser shows the Windows taskbar with the time 10:44 on 15-06-2020.

The screenshot shows a web browser window displaying a Great Learning webinar. The URL is olympus.greatlearning.in/courses/11107/pages/types-of-ads?module_item_id=453637. The page title is 'Types of ads: Introduction to...'. The main content area features a slide titled 'Types of ads: Introduction to...' showing a Facebook post titled 'Five IT Jobs that pay well' with a list of jobs and their salaries. The post has 6,196 people reached and 11 reactions. The left sidebar shows a 'Course Overview' menu with items like 'Introduction to Digital Marketing', 'Consumer Journey of Today', 'Explanation of New Medias', etc. The bottom of the browser shows the Windows taskbar with the time 13:13 on 15-06-2020.

The screenshot shows a web browser window with the URL olympus.greatlearning.in/courses/11107/quizzes/26325?module_item_id=459052. The page title is 'Quiz: Introduction to Digital Marketing'. The Great Learning logo is at the top left, with navigation links for Home, Live Sessions, and Certificates. A 'My Courses' button and a user profile icon are at the top right. The main content area is titled 'Courses / Introduction to Digital Marketing / Quiz'. On the left, a sidebar menu shows 'Content' with options: 'Course Overview', 'Introduction to Digital Marketing', 'Quiz' (selected), and 'Claim your course certificate'. The main area displays quiz details: 'Type: Graded Quiz', 'Attempts: 1/2', 'Questions: 10', 'Time: 30m', 'Scoring Policy: Highest Score', 'Due Date: Jan 31, 2021, 11:59 PM', and 'Your Score: 7.00/10'. Below this is an 'Instructions' section with a dropdown arrow and a 'RETAKE' button. An 'Attempt History' table shows one attempt on Jun 15, 1:23 PM, with a score of 7 out of 10.

| Type | Attempts | Questions | Time | Scoring Policy | Due Date | Your Score |
|-------------|----------|-----------|------|----------------|------------------------|------------|
| Graded Quiz | 1/2 | 10 | 30m | Highest Score | Jan 31, 2021, 11:59 PM | 7.00/10 |

| Date | Attempt | Marks |
|-----------------|---------|-------|
| Jun 15, 1:23 PM | 1 | 7 |

Report –

DIGITAL MARKETING

- Consumer journey of today
- Explanation of new medias
- Understanding brand purpose
- Introduction to Facebook marketing
- Purpose of using Facebook as marketing channel
- Facebook interface and types of audiences
- Adset set of guide
- Custom audience
- Types of Ads