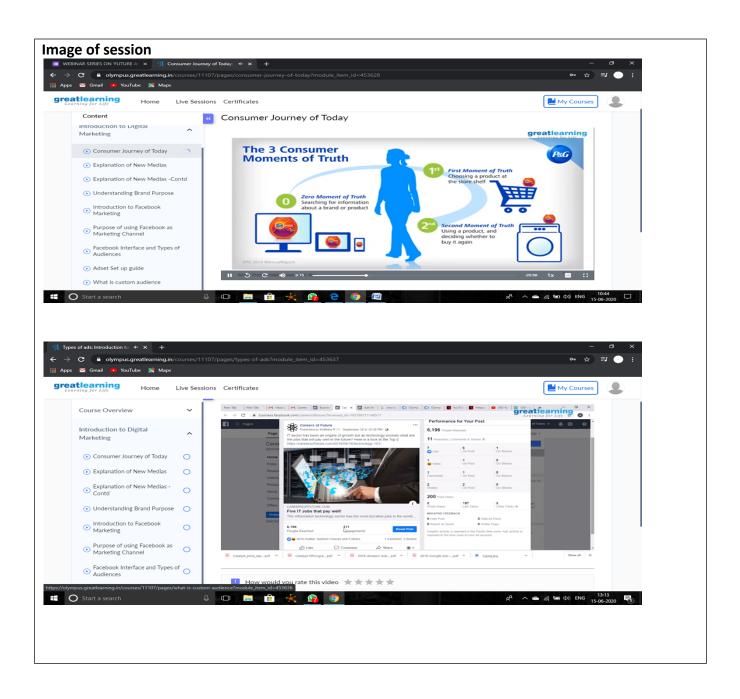
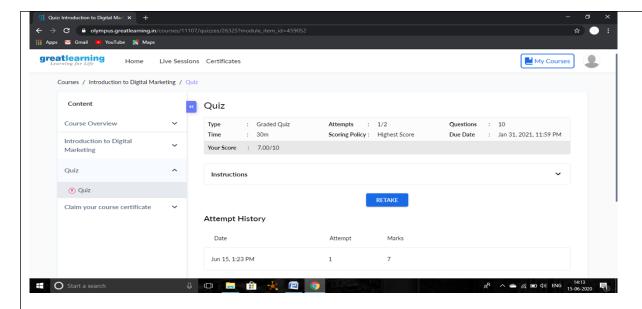
DAILY ASSESSMENT FORMAT

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		





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