## DAILY ASSESSMENT FORMAT

Date:	15/06/2020	Name:	PREETHAM S RAI
Course:	Digital marketing	USN:	4al18ec040
Topic:		Semester & Section:	4th sem A section
Github Repository:	Psraipreetham		

## FORENOON SESSION DETAILS

Image of session



Report – Report can be typed or hand written for up to two pages.



## Todays topic i have learnt today Zero moment of truth The st moment of truth Second moment of truth Structus -> ZMOT TMOT SMOT Dreaming Exploring locating experiencing Explanation of Hew media owned > digital platform, asserts. shared ->paternship, sponsored content Earned > New Paper, Vival. Paid -> advertisement, blaggers understanding brand purpose Abbuilty (Network) neight Time Decay Commenting Sharing Reacting Tacebook has marketing channel. Interfere and types of Andreusee Adsol Setup guide custom andreusee Type of odd

Date: 15/06/2020 Name: PREETHAM S RAI

Course: Java USN: 4AL18EC040

Semester & Section: 4TH SEM A SECTION

## **AFTERNOON SESSION DETAILS**

Image of session



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| Private State | Private | Private
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