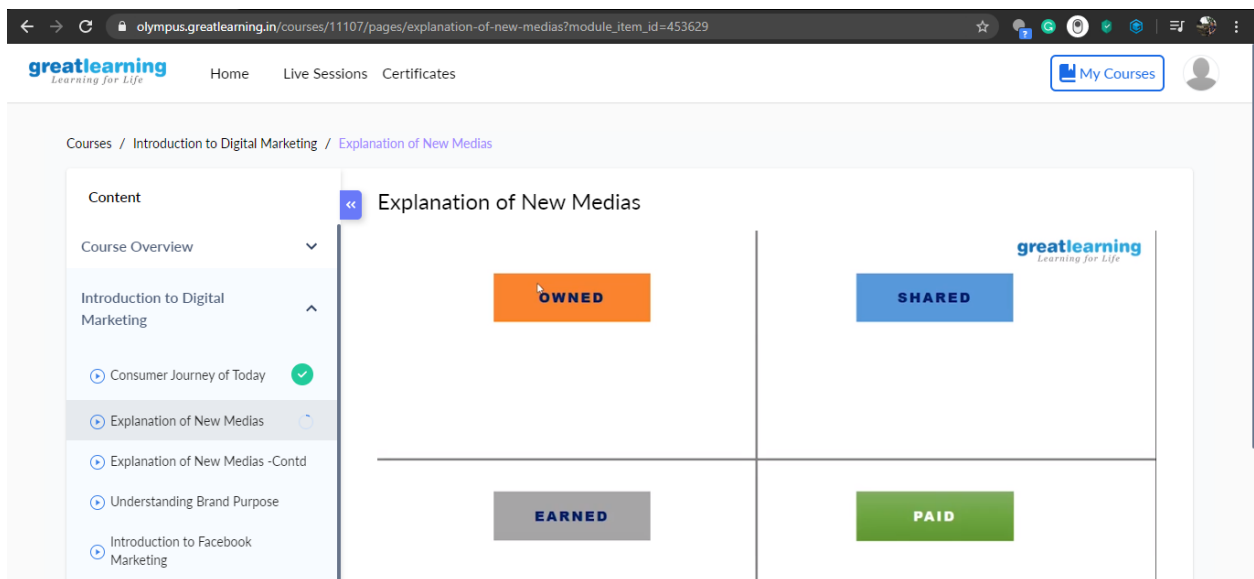
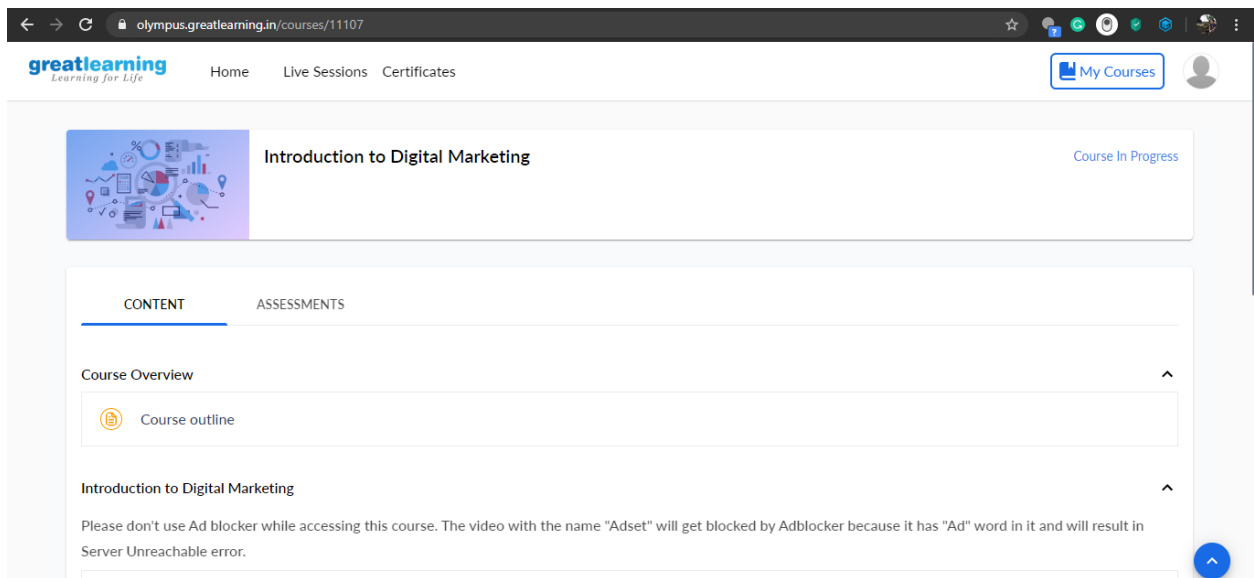


DAILY ASSESSMENT

Date:	15-June-2020	Name:	Swastik R Gowda
Course:	Digital Marketing	USN:	4AL17EC091
Topic:	Introduction and Implementation	Semester & Section:	6 th Sem 'B' Sec
Github Repository:	swastik-gowda		

FORENOON SESSION DETAILS

Image of session



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

DIGITAL MARKETING :

Digital Marketing is the term used for the targeted, measurable, and interactive marketing of products or services using digital technologies to reach the viewers, turn them into customers, and retain them. ... Digital marketing achieves targets of marketing a business through different online channels.

The 3 consumer moments of truth:

- Zero moment of truth
- First moment of truth
- Second moment of truth

Understanding brand purpose:

- * Background
- * Demographer
- * Identifier
- * Goals
- * Challenges

Introduction to Facebook marketing

There are four steps to be followed as shown below:

- 1.Inventory
- 2.Signals
- 3.Predictions
- 4.Score

What is Custom audience?

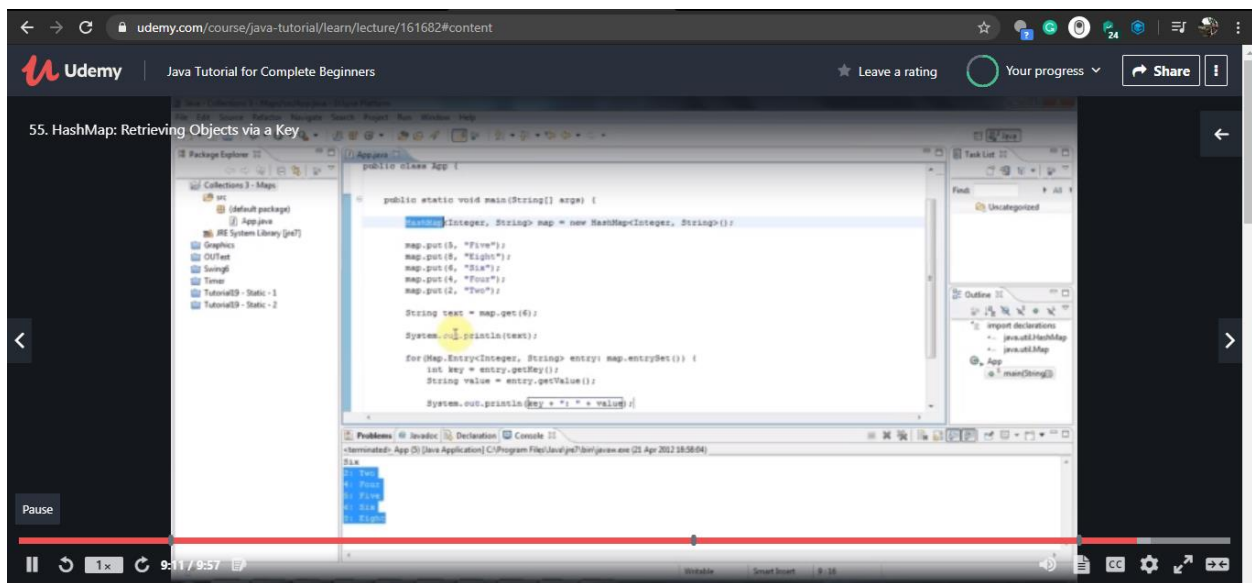
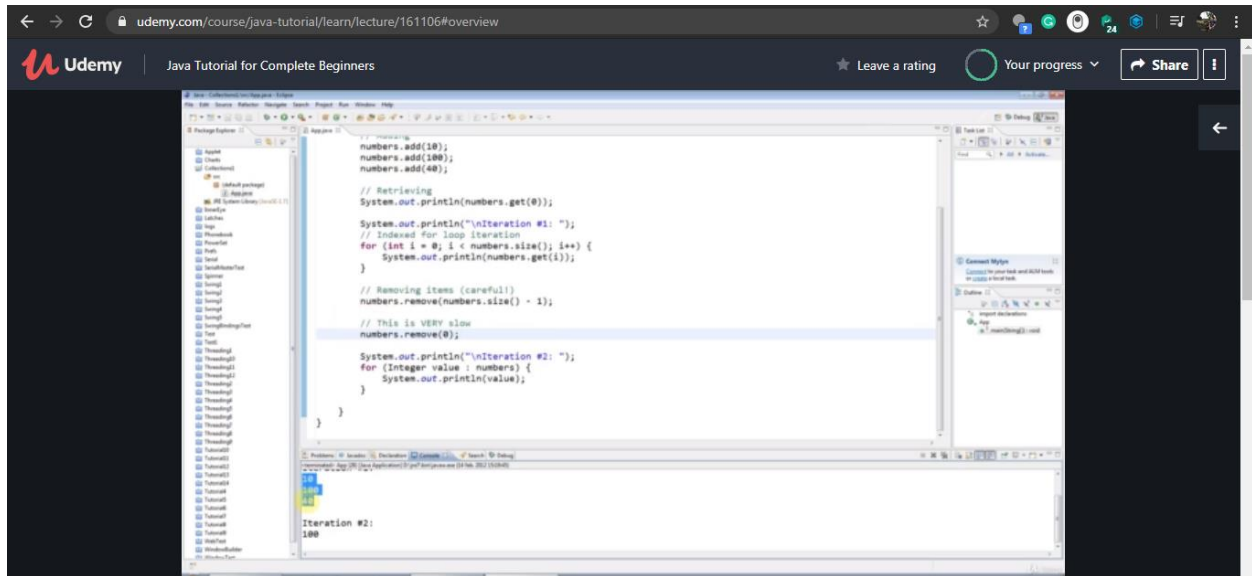
It is a targeting option that matches people who visit your website with People on Facebook, using the Facebook pixel.



Date:	15-June-2020	Name:	Swastik R Gowda
Course:	Java	USN:	4AL17EC091
Topic:	Programming	Semester & Section:	6 th Sem 'B' Sec

AFTERNOON SESSION DETAILS

Image of session



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

The Java collections Framework:

- Array List: Arrays the Easy Way
- Linked Lists
- Hash Map: Retrieving Objects via a Key
- Sorted Maps
- Sets
- Using Custom Objects in Sets and as Keys in Maps
- Sorting Lists

HASHMAP:

```
1 App.java
import java.util.HashMap;
import java.util.Map;

public class App {

    public static void main(String[] args) {

        HashMap<Integer, String> map = new HashMap<Integer, String>();

        map.put(5, "Five");
        map.put(8, "Eight");
        map.put(6, "Six");
        map.put(4, "Four");
        map.put(2, "Two");

        String text = map.get(6);

        System.out.println(text);

        for(Map.Entry<Integer, String> entry: map.entrySet()) {
            int key = entry.getKey();
            String value = entry.getValue();

            System.out.println(key + ": " + value);
        }
    }
}
```

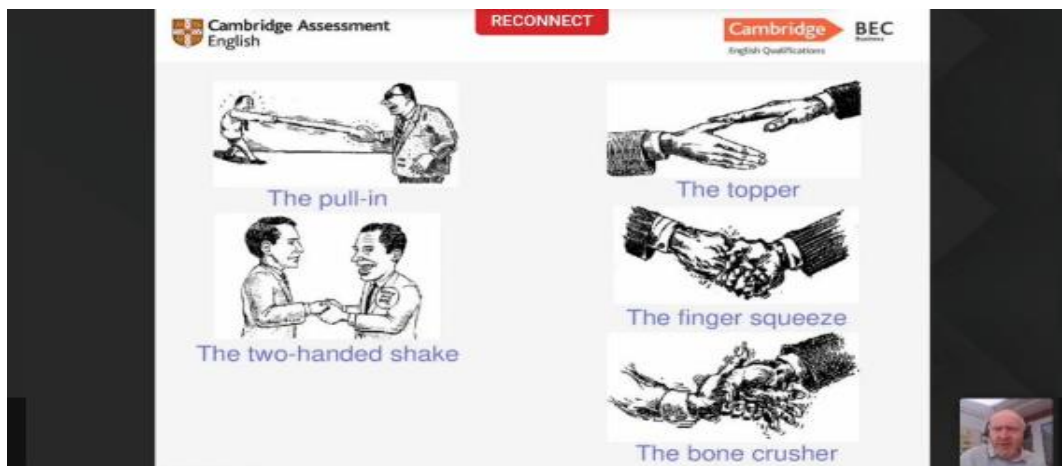
SORTING LISTS:

```
1 // Sort in order of ID
2 Collections.sort(people, new Comparator<Person>() {
3     public int compare(Person p1, Person p2) {
4         if(p1.getId() > p2.getId()) {
5             return 1;
6         }
7         else if(p1.getId() < p2.getId()) {
8             return -1;
9         }
10        return 0;
11    }
12 });
13
14 for(Person person: people) {
15     System.out.println(person);
16 }
17
18 System.out.println("\n");
19 // Sort in order of name
20 Collections.sort(people, new Comparator<Person>() {
21     public int compare(Person p1, Person p2) {
22         return p1.getName().compareTo(p2.getName());
23     }
24 });
25
26 for(Person person: people) {
27     System.out.println(person);
28 }
29 }
```

Date:	15-June-2020	Name:	Swastik R Gowda
Course:	Webinar by Cambridge	USN:	4AL17EC091
Topic:	Presentation skills	Semester & Section:	6 th Sem 'B' Sec

AFTERNOON SESSION DETAILS

Image of session



Non Verbal communication: Body Language

- Leaning forward = interest
- Smiling = friendly
- Nodding = attentive and alert
- Eye contact = curious and focused
- Crossed arms = defensive
- Fidgeting hands or tapping feet = nervous or bored
- Lack of eye contact = untrustworthy
- Leaning back = discomfort

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

If it transpires that there is a surfeit of applications for this post, we may have cause to invite assistance from another department.

- Keep it simple

If too many people apply, we may need help.

- Asking for clarification

Excuse me, I don't understand. Could you repeat that please using different words?

Could you put that more simply please?

Can I just clarify that please? Do you mean that you want