

Congratulations! You passed!
Grade received 85%
To pass 80% or higher
Go to next item

1. What is a stakeholder?

1 / 1 point

- ☒ Someone with an interest in or a concern for a project and its results
- ☐ Someone who creates content for different social media platforms to drive engagement and promote a business or product
- ☐ Someone who collects data, queries databases, applies statistical methods to data, and creates data visualizations.
- ☐ Someone who coordinates marketing activities and initiatives, identifies target audiences through research, runs campaigns, and evaluates trends

☒ Correct
In business, a stakeholder is someone with an interest in or a concern for a project and its results.

2. Which of the following are important to understand when working with stakeholders on a project? Select all that apply.

0.75 / 1 point

☒ How to communicate with stakeholders

☒ Correct
When working with stakeholders, it is important to understand what their needs are, when to inform them, and how to communicate with them.

☒ When to inform stakeholders

☒ Correct
When working with stakeholders, it is important to understand what their needs are, when to inform them, and how to communicate with them.

☒ Stakeholder hobbies

☐ This should not be selected
When working with stakeholders, it is important to understand what their needs are, when to inform them, and how to communicate with them.

☒ Stakeholder needs

☒ Correct
When working with stakeholders, it is important to understand what their needs are, when to inform them, and how to communicate with them.

3. What is the relationship between internal stakeholders and external stakeholders?

1 / 1 point

- ☐ Internal stakeholders normally result from partnerships, such as when a company partners with an external ad agency for a campaign. External stakeholders are people outside your team who support a marketing project or campaign, or benefit from its results.
- ☐ Internal stakeholders are people who fund a project and are in charge of the financial aspects of a marketing campaign. External stakeholders are members of a marketing team who are interested in being involved in the project.
- ☐ Internal stakeholders are people who have contractual agreements and limitations to working on a project. External stakeholders work on the marketing team and are the closest stakeholders on a day-to-day basis.
- ☒ Internal stakeholders are people from the same company but outside of your team who support a marketing project or campaign, or benefit from its results. External stakeholders normally result from partnerships, such as when a company partners with an external ad agency for a campaign.

- ☒ Correct
Internal stakeholders are people from the same company but outside of your team who support a marketing project or campaign, or benefit from its results. External stakeholders normally result from partnerships, such as when a company partners with an external ad agency for a campaign.

4. What is a stakeholder map used for?

1 / 1 point

- ☐ A stakeholder map is used to keep track of the possible stakeholders a company wants to bring on to a project in the coming year.
- ☒ A stakeholder map is used to keep track of the influence and needs of stakeholders and the level of communication required to work with them.
- ☐ A stakeholder map is used to keep track of all the addresses of stakeholders involved in a project.
- ☐ A stakeholder map is used to keep track of the interests and hobbies of the various stakeholders involved in a project.

- ☒ Correct
A stakeholder map is used to keep track of the influence and needs of stakeholders and the level of communication required to work with them.

5. Which of the following can help establish a high level of trust with stakeholders?
Select all that apply.

0.5 / 1 point

☒ Self-orientation

- ☒ This should not be selected
To establish a high level of trust with stakeholders, it is important to be credible and reliable. Credibility means speaking the truth and reliability means following through with actions. Self-orientation is the degree to which someone is looking out for themselves and their own interests. If left unchecked, a disproportionate amount of self-orientation can decrease the trust that others, including stakeholders, have in a marketing project or campaign.

☒ Credibility

- ☒ Correct
To establish a high level of trust with stakeholders, it is important to be credible. Credibility means speaking the truth.

☒ Reliability

☒ Correct
To establish a high level of trust with stakeholders, it is important to be reliable.
Reliability means following through with actions.

☒ Detachment

☐ This should not be selected
To establish a high level of trust with stakeholders, it is important to be credible and reliable. Credibility means speaking the truth and reliability means following through with actions. Intimacy is also important so stakeholders are comfortable sharing what they really think. Detachment works against building intimacy with stakeholders.