

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

1. Fill in the blank: By the end of this program, learners will have _____ that can help them demonstrate their experience to potential employers. 1 / 1 point

- ☒ concrete examples of work
- ☐ templates of work products
- ☐ ideas for new projects
- ☐ paid offers for jobs

☒ Correct
By the end of this program, learners will have concrete examples of work that can help them demonstrate their experience to potential employers.

2. How can someone in this program put what they have learned into action? 1 / 1 point

- ☐ By scoping a marketing budget
- ☐ By leaving comments on digital marketers' social media pages
- ☐ By choosing a bid strategy
- ☒ By building a personal brand

☒ Correct
Someone in this program can put what they learn into action by starting to shape their public persona as a digital marketing or e-commerce specialist—in other words, by building their personal brand.

3. Fill in the blank: Some marketing roles are _____ positions, meaning a marketer works for a single company to market and sell their products. 1 / 1 point

- ☐ third-party
- ☒ in-house
- ☐ agency
- ☐ contract

☒ Correct
Some marketing roles are in-house positions, meaning a marketer works for a single company to market and sell their products. For example, an in-house Product Marketing Manager at Google creates video and social content for the Google brand.

4. What are the benefits of an in-house marketing role? Select all that apply. 0.75 / 1 point

☒ Get a clear path to promotion.

☒ Correct
An in-house marketer gets to know one company and its products extremely well. As a result, they gain deep knowledge and expertise in a specific industry. This degree of focus also means in-house roles usually come with a structured schedule and clear path to promotion.

☒ Gain deep knowledge and expertise in a specific industry.

☒ Correct
An in-house marketer gets to know one company and its products extremely well. As a result, they gain deep knowledge and expertise in a specific industry. This degree of focus also means in-house roles usually come with a structured schedule and clear path to promotion.

☒ Receive a structured schedule.

☒ Correct
An in-house marketer gets to know one company and its products extremely well. As a result, they gain deep knowledge and expertise in a specific industry. This degree of focus also means in-house roles usually come with a structured schedule and clear path to promotion.

☒ Develop broad and flexible expertise.

☐ This should not be selected
An in-house marketer gets to know one company and its products extremely well. As a result, they gain deep knowledge and expertise in a specific industry. This degree of focus also means in-house roles usually come with a structured schedule and clear path to promotion. Those who pursue agency roles develop broad and flexible expertise.

5. What are the benefits of an agency role? Select all that apply.

0.5 / 1 point

☒ Get to know certain skill sets very well.

☒ Correct
Agency work is project-based, so a marketer in an agency role gets to collaborate on a variety of initiatives in multiple industries. By working with different clients, they can develop a broad and flexible expertise. Also, agencies tend to focus on a few different areas within marketing, like social media or brand-building, so an agency marketer can get to know certain skill sets very well.

☒ Receive unexpected requests.

☐ This should not be selected
Agency work is project-based, so a marketer in an agency role gets to collaborate on a variety of initiatives in multiple industries. By working with different clients, they can develop a broad and flexible expertise. Also, agencies tend to focus on a few different areas within marketing, like social media or

brand-building, so an agency marketer can get to know certain skill sets very well. Those in an agency role may receive unexpected requests from clients, but some may not consider these to be benefits of this type of role.

☒ Work longer hours.

☐ This should not be selected
Agency work is project-based, so a marketer in an agency role gets to collaborate on a variety of initiatives in multiple industries. By working with different clients, they can develop a broad and flexible expertise. Also, agencies tend to focus on a few different areas within marketing, like social media or brand-building, so an agency marketer can get to know certain skill sets very well.

☒ Collaborate on a variety of initiatives in multiple industries.

☒ Correct
Agency work is project-based, so a marketer in an agency role gets to collaborate on a variety of initiatives in multiple industries. By working with different clients, they can develop a broad and flexible expertise. Also, agencies tend to focus on a few different areas within marketing, like social media or brand-building, so an agency marketer can get to know certain skill sets very well.