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1. What is the term for any communication method or platform a business can use to reach its target audience online? 1 / 1 point

- ☒ Digital channel
- ☐ Target strategy
- ☐ Online sales
- ☐ E-commerce

☒ Correct

2. A business owner wants to find new consumers for their clothing store. They plan to use social media to turn them into customers. What is this practice known as? 1 / 1 point

- ☐ Online sales
- ☐ E-commerce
- ☒ Digital marketing
- ☐ Face-to-face marketing

☒ Correct

3. Digital channels like email and social media allow businesses to personalize their communication. What advantage of digital marketing does this refer to? 0 / 1 point

- ☐ It delivers faster results.
- ☐ You can build relationships with customers through direct communication.
- ☐ It reaches less people.
- ☒ It is cost-effective.

☒ Incorrect

Please review [the video about digital marketing and e-commerce](#)[↗].

4. Fill in the blank: It is helpful to specialize in a marketing role that aligns with your _____. 1 / 1 point
- ☐ weaknesses
 - ☒ strengths
 - ☐ budget
 - ☐ location
- ☒ Correct
5. As a digital marketer or e-commerce analyst, you often collect and organize information to identify patterns, uncover trends, and solve problems. Which skill does this refer to? 1 / 1 point
- ☒ Analytical thinking
 - ☐ Curiosity
 - ☐ Writing
 - ☐ Storytelling
- ☒ Correct
6. What is in a portfolio? 1 / 1 point
- ☐ A letter outlining your credentials and interest in a job
 - ☐ Letters of recommendation from past employers
 - ☐ Previous job titles and descriptions chronologically
 - ☒ Samples of past work and relevant work experience
- ☒ Correct
7. You want to become an expert in a specific industry by working for a single company. What role should you consider? 1 / 1 point
- ☐ An agency role
 - ☐ An internship
 - ☐ A staffing firm role
 - ☒ An in-house role
- ☒ Correct

8. Which role allows you to partner with companies to fill their digital marketing and advertising needs? 1 / 1 point

- ☐ In-house
- ☐ Internship
- ☐ Full-time employee
- ☒ Agency

☒ Correct

9. What are typically associate-level roles in *digital marketing*? Select all that apply. 1 / 1 point

☒ Search engine marketing (SEM) specialist

☒ Correct

☐ Customer service specialist

☒ Social media specialist

☒ Correct

☒ Search engine optimization (SEO) specialist

☒ Correct

10. What are typical job responsibilities for an e-commerce analyst? Select three answers. 1 / 1 point

☒ Ensure email ads generate desired results on a website

☒ Correct

☒ Confirm customer interactions align with business objectives

☒ Correct

☐ Facilitate a website purchase

☒ Analyze data from website or mobile app

☒ Correct