

Try again once you are ready  
Grade received 75%  
To pass 80% or higher  
Try again

1. Fill in the blank: \_\_\_\_\_ is the process of sending messages to a list of existing subscribers to share information, drive sales, or create community. 1 / 1 point

- ☐ Consumer marketing
- ☐ Brand marketing
- ☒ Email marketing
- ☐ Social marketing

✓ Correct  
Email marketing is the process of sending messages to a list of existing subscribers to share information, drive sales, or create community. It is an effective tool for promoting services, products, goods, and stories.

2. Which of the following factors make email marketing effective? Select all that apply. 0.75 / 1 point

✓ Insights gained from email

✓ Correct  
The lifespan of email, the insights gained from email, and the number of email users are all factors that make email marketing effective.

✓ Number of email users

✓ Correct  
The lifespan of email, the insights gained from email, and the number of email users are all factors that make email marketing effective.

✓ Difficulty of email use

✗ This should not be selected  
The lifespan of email, the insights gained from email, and the number of email users are all factors that make email marketing effective.

✓ Lifespan of email

✓ Correct  
The lifespan of email, the insights gained from email, and the number of email users are all factors that make email marketing effective.

3. In marketing, a SWOT audit refers to Strengths, Weaknesses, Opportunities, and Threats. A PESTLE audit refers to Political, Economic, Social, Technological, Legal, and Environmental factors. 0 / 1 point

Which of the following describes the relationship between a SWOT audit and a PESTLE audit?

- ☐ Both a SWOT audit and PESTLE audit examine the external context of a brand.
- ☐ A SWOT audit examines the internal context of a brand. A PESTLE audit examines the external context of a brand.
- ☒ A PESTLE audit examines the internal context of a brand. A SWOT audit examines the external context of a brand.
- ☐ Both a SWOT audit and PESTLE audit examine the internal context of a brand.

☒ Incorrect  
A SWOT audit examines the internal context of a brand, such as the team and its resources. A PESTLE audit examines the external context of a brand, including factors that may affect the marketing strategy.

4. Fill in the blank: A \_\_\_\_\_ goal is specific, measurable, attainable, relevant, and time bound.

1 / 1 point

- ☐ brand
- ☒ SMART
- ☐ consumer
- ☐ marketing

☒ Correct  
A SMART goal is specific, measurable, attainable, relevant, and time bound.

5. Why is it important for a marketing goal to have a deadline?

1 / 1 point

- ☐ Without a deadline, there is no real way to know what specific goal should be accomplished.
- ☒ Without a deadline, there is no way to know if a goal is making progress at a good pace.
- ☐ Without a deadline, there is no real way to know if a goal is challenging.
- ☐ Without a deadline, there is no real way to know if a goal is interesting.

☒ Correct  
It is important for a marketing goal to have a deadline because without one, there is no real way to know if a goal is making progress at a good pace.