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## Salesforce Certified Education Cloud Consultant Sample Questions (Q77-Q82):

### NEW QUESTION # 77

The Advancement office is evaluating the capabilities of Education Cloud. The office needs to ingest, harmonize, and analyze batch data from its Education Cloud org and other systems.

Which solution should the consultant recommend?

- A. Data Processing Engine
- **B. Data Cloud**
- C. Flow with invocable action

**Answer: B**

Explanation:

Data Integration and Analysis:

Data Cloud (formerly known as Salesforce Customer 360 Data Manager) is designed for ingesting, harmonizing, and analyzing data from multiple sources.

It provides a centralized platform to manage batch data from Education Cloud and other systems.

Capabilities of Data Cloud:

Data Ingestion: Ability to import data from various sources including Education Cloud, ERP systems, and other databases.

Data Harmonization: Standardizes and merges data to create a unified view.

Data Analysis: Offers tools to analyze and visualize the harmonized data for insights.

Implementation Steps:

Enable Data Cloud: Work with Salesforce support to enable Data Cloud for your org.

Configure Data Sources: Set up connections to the various data sources.

Define Data Models: Create data models to harmonize data from different systems.

Setup Data Integration: Configure data integration processes to regularly ingest and update data.

Analyze Data: Use Data Cloud's analytics tools to generate insights from the unified data.

Reference:

Salesforce Documentation: Salesforce Data Cloud

### NEW QUESTION # 78

A university is interested in using Student Success Hub and a calendar integration tool to sync student appointments with the faculty advisors' Google accounts.

What should the consultant recommend?

- A. Salesforce Scheduler
- B. Einstein Activity Capture
- C. A third-party app

**Answer: C**

Explanation:

A third-party app is the best option for syncing student appointments with the faculty advisors' Google accounts. Student Success Hub does not have a native calendar integration tool that can sync with Google Calendar<sup>5</sup>. Salesforce Scheduler is a tool that allows customers to schedule appointments with service providers, but it does not integrate with Google Calendar either<sup>6</sup>. Einstein Activity Capture is a tool that syncs emails and events between Salesforce and Gmail or Microsoft Exchange, but it does not work with Student Success Hub appointments<sup>7</sup>. Therefore, a third-party app that can connect Student Success Hub and Google Calendar is the most suitable solution. Reference:

5: Manage Calendar Sync (Support Staff) - Salesforce<sup>8</sup>

6: Salesforce Scheduler Implementation Guide - Salesforce<sup>9</sup>

7: Einstein Activity Capture Implementation Guide - Salesforce

### NEW QUESTION # 79

A consultant is working with a university that uses Salesforce and wants to install the Education Data Architecture (EDA) in that environment.

What does the consultant need to do after installing EDA to ensure it is set up correctly?

- A. Assign EDA access to a cloned System Admin profile.
- B. Assign EDA layouts to the Cases object.
- C. Make the EDA record types available to profiles.
- D. Create and assign roles to all users who have access to EDA.

**Answer: C**

Explanation:

After installing EDA, the consultant needs to make the EDA record types available to profiles that need to access them. This is because EDA comes with several custom record types for standard objects, such as Account, Contact, Course, and Program Enrollment. These record types enable different views and fields for different types of records, such as Household, Student, Faculty, Course Offering, and Program Enrollment. By default, these record types are not assigned to any profiles, so the consultant needs to

manually assign them to the appropriate profiles based on the business requirements and user roles of the university. This will ensure that the users can see and use the EDA record types and fields correctly and efficiently. Reference: Education Data Architecture Basics, Assign Record Types to Profiles

#### NEW QUESTION # 80

The university Development office wants to present social media ads to constituents who demonstrate low engagement in email campaigns. The department uses Marketing Cloud Corporate Edition for Campaign management.

Which Marketing Cloud product should the consultant recommend?

- A. Interaction Studio
- **B. Advertising Studio**
- C. Email Studio
- D. Social Studio

**Answer: B**

Explanation:

Advertising Studio is a Marketing Cloud product that the consultant can recommend to help the Advancement office present social media ads to constituents who demonstrate low engagement in email campaigns. Advertising Studio is a product that allows users to create and manage advertising campaigns on various social media platforms, such as Facebook, Instagram, Twitter, or LinkedIn. Advertising Studio also integrates with Marketing Cloud Corporate Edition, so users can leverage their email subscriber data to target and retarget audiences with relevant ads. Social Studio, Interaction Studio, and Email Studio are not Marketing Cloud products that can help the Advancement office present social media ads to constituents who demonstrate low engagement in email campaigns.

#### NEW QUESTION # 81

Career Services uses a separate event management system for its employment events' attendance and registration, and Marketing Cloud to promote the event. It wants to integrate student data in Salesforce to identify engaged prospects by matching them with event attendance, career interest, and credit completion toward an academic major.

Which integration direction should the consultant recommend?

- A. Two-way integration between the event system and Marketing Cloud
- **B. Two-way integration between the event system and Salesforce**
- C. One-way integration between Marketing Cloud and the event system

**Answer: B**

Explanation:

The integration direction that the consultant should recommend for Career Services is C. Two-way integration between the event system and Salesforce1. This is because a two-way integration can allow for bi-directional data exchange and synchronization between the event system and Salesforce, which can enable Career Services to match student data in Salesforce with event attendance, career interest, and credit completion toward an academic major. A two-way integration can also help Career Services to segment and target students based on their engagement and preferences, and to measure the effectiveness and impact of their events and campaigns2.

Reference:

[https://help.salesforce.com/s/articleView?id=sf.mc\\_co\\_marketing\\_cloud\\_connect.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.mc_co_marketing_cloud_connect.htm&type=5)

<https://trailhead.salesforce.com/en/content/learn/modules/marketing-cloud-connect>

#### NEW QUESTION # 82

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