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MC 101 Tests

Test 1

The four levels of communication

Intrapersonal - one to self

Interpersonal - one to one

Public speaking - one to a group

Mass communication - one to many

Media literacy people's understanding of what the media are, how they operate, what messages they are delivering, what roles they play in society, and how audience members respond to media messages

Four basic perspectives or dimensions of media literacy (identified by: potter)

Cognitive - deals with the ability to intellectually process the information being communicated by the media

Emotional - covers the feelings created by media messages

Aesthetic - involves interpreting media content from an artistic or critical point of view

Moral - consists of examining the values of the medium or the message

Models of Mass Communication

Transmission model (SMCR) - portrays mass communication as a largely one-directional flow of messages from the sender to the receiver, rather than as a complex interaction where senders and receivers are constantly changing places - it does however, lay out the key elements in mass communication

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Salesforce MC-101 Exam Syllabus Topics:

Topic	Details
Topic 1	• Data Management: This section of the exam measures skills of CRM Administrators and covers essential aspects of managing data in Marketing Cloud Engagement. It includes understanding import mechanisms, configuring data extension settings, and interpreting data extensions to target the right audience. Candidates are expected to recommend suitable ways to manage and organize data effectively for campaign success.
Topic 2	• Marketing Concepts: This section of the exam measures skills of Marketing Specialists and covers the foundations of marketing strategy and its alignment with overall business objectives. It includes knowledge of email opt-in processes, understanding of privacy laws across regions, and the ability to define goals and metrics for campaigns. Candidates are also expected to recognize how different types of content and messaging create impact in customer experience scenarios.

Topic 3	• Reporting and Analytics: This section of the exam measures skills of Marketing Specialists and highlights the use of reporting tools and analytics in Marketing Cloud Engagement. It includes identifying where to locate specific data, interpreting send results, and understanding the consequences of poor deliverability. The focus is on enabling candidates to analyze campaign performance and act on insights for optimization.
Topic 4	• Marketing Cloud Engagement Basics: This section of the exam measures skills of CRM Administrators and focuses on the fundamental features of Marketing Cloud Engagement. It evaluates the ability to set up account structures for different regions or business units, apply core platform features, and locate Salesforce resources for training and support. Candidates must also distinguish between identifiers such as subscriber keys, contact keys, and contact IDs, along with configuring Cloudpage form submissions when required.
Topic 5	• Email Sending and Journeys: This section of the exam measures skills of Marketing Specialists and emphasizes the configuration of journeys and email campaigns in Marketing Cloud Engagement. It ensures candidates can activate journeys, configure entry criteria, and manage email send wizard settings. It also covers differentiating between templates and content blocks, choosing the right journey functionality to meet business goals, and validating content rendering effectively.

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Salesforce Certified Marketing Cloud Engagement Foundations Sample Questions (Q72-Q77):

NEW QUESTION # 72
The marketing team at Cloud Kicks believes that adding a subscriber's first name to a subject line will improve open rates. They decide to test their hypothesis with a sample set in their next upcoming email. They want the test to automatically choose the winner based on highest open rate and then send the winning subject line to the remaining population.
Which feature should the associate use to execute these testing parameters?

- A. Journey Builder A/B Testing
- B. Random Data Extensions
- C. A/B Testing In Email Studio

Answer: C

Explanation:
When the marketing team at Cloud Kicks wants to test the effectiveness of including a subscriber's first name in the subject line to improve open rates, the most suitable Salesforce Marketing Cloud feature is A/B Testing in Email Studio. This feature allows marketers to create variations of their emails with different subject lines (in this case, one with and one without the subscriber's first name) and send these variations to a sample set of their audience.
The A/B Testing functionality in Email Studio includes the ability to automatically determine the winning version based on a specified success metric, such as the highest open rate. After the test concludes, Email Studio can automatically send the winning version to the remaining segment of the audience that did not participate in the initial test. This process is both efficient and effective for testing hypotheses about email engagement and ensuring that the most impactful email content is delivered to the larger audience.
References: Salesforce Marketing Cloud Email Studio documentation provides extensive details on how to set up and execute A/B tests, including setting success metrics and automating the distribution of the winning content.

NEW QUESTION # 73
The marketing team at Cloud Kicks has identified an audience for their upcoming journey that will refresh daily using a data filter in

Automation Studio.
Which entry source should an associate use for the journey?

- A. Data Extension
- B. Audience
- C. Salesforce Data Entry Event

Answer: A

Explanation:
For Cloud Kicks' requirement to refresh an audience daily for an upcoming journey using a data filter in Automation Studio, the most suitable entry source for the journey would be a Data Extension. Data Extensions in Salesforce Marketing Cloud are powerful tools for managing and storing customer data. They can be easily integrated with Automation Studio, where a data filter can be applied to refresh the audience data on a daily basis.
By using a Data Extension as the entry source, the marketing team can ensure that the audience for their journey is dynamically updated based on the criteria set in the data filter. This ensures that the journey is always targeting the most relevant and up-to-date audience segment, thereby increasing the effectiveness of the marketing efforts.
References: Salesforce Marketing Cloud's documentation on Journey Builder and Automation Studio provides detailed insights on how to leverage Data Extensions as entry sources for journeys and how to utilize data filters in Automation Studio to dynamically update these audiences.

NEW QUESTION # 74
A marketing associate at Northern Trail Outfitters (NTO) notices the number of hard bounces increased after the most recent send.
Recently, NTO:
* Updated its Commercial Send Classification
* Incorporated a list of additional contacts gathered from an industry event into a sendable data extension
* Tested new subject lines in its email campaigns
What is causing the high bounce rate?

- A. The newly added contacts had NOT given consent for email marketing.
- B. Some newly added contacts' email addresses were invalid.
- C. The updated subject lines triggered spam alerts and the emails were flagged as junk.

Answer: B

Explanation:
The increase in hard bounces experienced by Northern Trail Outfitters (NTO) after incorporating a new list of contacts from an industry event is most likely due to some of the newly added contacts having invalid email addresses. Hard bounces typically occur when an email address is incorrect, nonexistent, or has been deactivated. When a list is newly integrated into a sendable data extension without thorough validation or cleaning, there's a higher likelihood that it contains email addresses that are no longer valid, leading to an increase in hard bounces.
It's essential for marketing teams to perform email address validation and list cleaning, especially when incorporating new lists from external sources like industry events, to maintain email deliverability and sender reputation.
References: Best practices in email marketing stress the importance of maintaining list hygiene by regularly validating and cleaning email lists to minimize hard bounces and ensure effective communication with the audience.

NEW QUESTION # 75
A marketing associate is tasked with making changes to an existing journey by reordering the emails it contains.
How should the associate meet this requirement?

- A. Create a new journey.
- B. Copy the existing journey.
- C. Create a new journey version.

Answer: C

Explanation:
When a marketing associate needs to make changes to an existing journey in Salesforce Marketing Cloud, such as reordering the emails it contains, the recommended approach is to create a new version of the journey.

This feature allows for modifications to be made while preserving the original journey structure and performance data. Creating a new journey version enables the associate to make necessary adjustments, test the changes, and then activate the new version without disrupting the existing journey's flow or performance.

This method ensures a smooth transition and allows for comparison between different journey versions, facilitating continuous improvement and optimization.

References: Salesforce Marketing Cloud's Journey Builder documentation provides guidance on managing journey versions, including how to create new versions to implement changes or test new configurations within an existing journey framework.

NEW QUESTION # 76

A marketing associate at Cloud Kicks wants to acquire new email subscribers for the company's new line of next generation footwear.

What should the associate utilize?

- A. Purchase a list
- B. Target current employees
- C. Utilize web signups

Answer: C

Explanation:

To acquire new email subscribers for the company's new line of next-generation footwear, the associate should utilize web signups. This method involves creating a signup form on the company's website where visitors can enter their email addresses to subscribe to updates, promotions, and more. Web signups are an effective way to grow the email list organically, ensuring that the subscribers are genuinely interested in the company's products. This approach is also compliant with email marketing best practices and regulations, such as GDPR and CAN-SPAM, which require explicit consent from subscribers.

NEW QUESTION # 77

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