

# MKT-101 Valid Study Guide & MKT-101 Exam Questions Fee

MKT-101 Principles of Marketing | Professor Iucolano | FALL 2020  
Key Concepts, Terms, and Exam 3 Study Guide | Chapters 15 to 22

## Chapter 15 | Notes 15 – Wholesaling

1. What is wholesaling?
2. Categories of wholesalers (manufacturer/service provider wholesaling, merchant wholesalers, and agent/brokers)
3. Title versus possession
4. Franchise
5. Drop shipper
6. Mail order / digital commerce (direct-to-consumer)

## Chapter 16 | Notes 16 – Retailing

7. What is retailing?
8. Key retail functions
9. Independent retailers
10. Retail chain
11. Retail franchising
12. Leased department
13. Nonstore retailing
14. Considerations in retail planning
15. Wheel of retailing
16. Scrambled merchandising

## Chapter 17 | Notes 17 – Integrated Marketing Communications (IMC)

17. What is promotion and promotion planning?
18. What is integrated marketing communication (IMC)?
19. Word of mouth communication
20. Types of marketing communication – advertising, public relations, personal selling, and sales promotion
21. Publicity
22. Channel of communication
23. Promotion objectives
24. Promotion budgeting techniques

## Chapter 18 | Notes 18 – Advertising and Public Relations (PR)

25. What is advertising?
26. What is public relations?
27. What is publicity?
28. Cooperative advertising
29. Types of advertising media
30. Media reach vs. frequency vs. waste
31. Types of public relations

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## Salesforce Build and Analyze Customer Journeys using Marketing Cloud Sample Questions (Q153-Q158):

### NEW QUESTION # 153

Northern Trail Outfitters (NTO) wants to find ways to better drive return on investment and growth via their marketing sends. They plan to centralize their analytics data to allow for a more efficient analysis of this data across all of their campaigns. NTO currently has Marketing Cloud, Sales Cloud, and a third-party warehouse service.

What product would help their use case?

- A. Interaction Studio
- B. Report Studio
- C. Datorama
- D. Web Analytics Connector

**Answer: C**

### NEW QUESTION # 154

Northern Trail Outfitters (NTO) maintains a blog for key outdoor enthusiast influencers to use in sharing their experiences with NTO equipment and the outdoors. NTO also sends out a weekly email newsletter, and they want to include links to the latest blog entries as part of the newsletter.

Which two solutions could pull in the RSS feed at the time of send?

Choose 2 answers

- A. External Content
- B. Personalization Strings
- C. Dynamic Content
- D. AMPscript

**Answer: A,B**

### NEW QUESTION # 155

Northern Trail Outfitters wants to send an email to one million contacts in Sales Cloud. The criteria to segment contacts include using 10+ fields to segment.

Which process should the consultant utilize for a reliable send method?

- A. Assign the one million contacts from the report to a Salesforce campaign, and use a Single Step journey with Salesforce Campaign as an entry event
- B. Send to a Salesforce Report from Marketing Cloud using Email Studio Send Flow
- C. Import Salesforce Report through an import activity to a Salesforce Data Extension, then send to data extension using Email Studio email send
- D. Query Synchronized Data Extensions using a query activity to a Salesforce Data Extension, then send via Email Studio Send Flow

**Answer: D**

### NEW QUESTION # 156

As part of their brand guidelines, Northern Trail Outfitters (NTO) uses a custom brand font for all print marketing materials. NTO wants to use their custom brand font in email as well.

What is the recommended best practice for font usage in email?

- A. Build an email as one image, with all text saved in the brand font.
- B. Edit an email's HTML to list the custom brand font in the style tag's font-family property.
- C. Build an email using multiple images, with all text saved in the brand font.
- D. Use a web-safe font for text that closely matches the brand's custom font.

**Answer: D**

Northern Trail Outfitters' marketing manager wants to schedule a report to be sent weekly to an Azure Blob regarding the performance of a holidays campaign.  
Which tool should they use?

- A. Datorama pivot Table
- B. Campaign Email Tracking Report
- C. Tracking Data Extract file transfer

### NEW QUESTION # 158

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