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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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the exam and increase your possibility of getting dream opportunities dramatically.

Salesforce MC-101 Exam Syllabus Topics:

| Topic | Details |
|---------|--|
| Topic 1 | <ul style="list-style-type: none">• 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 2 | <ul style="list-style-type: none">• 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 3 | <ul style="list-style-type: none">• 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. |
| Topic 4 | <ul style="list-style-type: none">• 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 5 | <ul style="list-style-type: none">• 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. |

Salesforce Certified Marketing Cloud Engagement Foundations Sample Questions (Q109-Q114):

NEW QUESTION # 109

The marketing associate at Cloud Kicks is asked to compare goal attainment across three separate journeys at a glance in order to improve their marketing strategy.

Which feature should the associate use?

- **A. Journey Dashboard**
- B. Journey Health
- C. Journey History

Answer: A

Explanation:

To compare goal attainment across three separate journeys at a glance, the associate should use the Journey Dashboard feature in Salesforce Marketing Cloud. The Journey Dashboard provides a comprehensive overview of journey performance, including key metrics and goal attainment, in a visual format. This allows marketers to quickly assess the effectiveness of different journeys and make informed decisions to improve their marketing strategy.

NEW QUESTION # 110

In Email Studio, what is used to uniquely identify individuals with a value defined by the admin?

- A. Contact ID
- **B. Subscriber Key**
- C. Primary Key

Answer: B

Explanation:

In Email Studio, the Subscriber Key is used to uniquely identify individuals. Defined by the admin, it allows for unique tracking of subscriber engagement and prevents duplicate records. Subscriber Key can be an email address, customer ID, or any other unique identifier.

* Importance of Subscriber Key: It provides a unique identifier for managing subscriber data, enabling detailed personalization and tracking across the platform.

* Salesforce Documentation Reference: For more on Subscriber Keys, refer to Subscriber Key Usage in Email Studio.

NEW QUESTION # 111

Northern Trail Outfitters wants to add new customer data to a data extension.

What needs to be present on the data extension to add new rows while keeping the existing data during import?

- A. Foreign Key
- **B. Primary Key**
- C. Subscriber Key

Answer: B

Explanation:

To add new rows to a data extension while keeping existing data intact, a Primary Key is necessary to uniquely identify each row.

This ensures that Salesforce Marketing Cloud can insert new records without overwriting existing ones, preserving data integrity and supporting proper data management during imports.

* Why Primary Key is Required: The Primary Key prevents duplicate records and enables the system to distinguish between existing and new rows based on unique identifiers.

* Salesforce Documentation Reference: Refer to Data Extension Keys and Constraints for more details on how primary keys function in data extensions.

NEW QUESTION # 112

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 # 113

What unifies a customer across multiple channels?

- A. Primary Key
- **B. Contact Key**
- C. Subscriber Key

Answer: B

Explanation:

The Contact Key is the unique identifier that unifies a customer across multiple channels in Salesforce Marketing Cloud. It is used as a central reference to manage customer data across all Marketing Cloud applications, ensuring that all interactions, regardless of channel, are tied back to the same individual.

* Why Contact Key is Essential: Unlike Subscriber Key, which is specific to Email Studio, the Contact Key is used across all channels, including Email Studio, Mobile Studio, and Journey Builder. This allows for a cohesive, cross-channel customer experience.

* Salesforce Documentation Reference: Refer to the Salesforce Marketing Cloud Contact Model documentation for detailed information on Contact Keys and their role in unifying customer data.

NEW QUESTION # 114

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