­­1. The SWOT Analysis, Environmental Scan, and Porter’s 5 Forces make up a situational analysis.

2. PEST stands for political, environmental, socio-cultural, and technological.

3. A good salesperson will always mention the features of a product, followed by its benefits

4. A 30 second speech that tells potential employers about yourself is called an escalator pitch.   
5. If a Shark Tank contestant asks for $200,000 in return for a 50% equity stake in his company, he is valuing his company at $300,000.

6. DECA stands for Distributive Elective Clubs of America   
7. High resolution files are used for websites while low resolution files are required for printing.

8. The sections of a marketing plan are Executive Summary, Situational Analysis, Objectives, Marketing Mix, Implementation, and Evaluation/Control.

9. Kevin Alloca of YouTube created the STEPPS principle.

10. If a video makes you feel “cool” when you forward it to your friends, it is said to have social currency.

11. All 3 of these elements usually help a video go viral: Communities of participation, unexpectedness, and teasemakers.

12. AIDA stands for Attention, Interest, Desire, and Action.

13. A marketing mix explains the risks and considerations involved with entering an industry.

14. The application that can help you assess the performance of your online marketing and provide valuable metrics for your evaluation plan is called Google Analytics.

15. The application that allows you to monitor what is being said about you online so that you can know if your marketing efforts are working is called Google Alert.

16 Bounce rate shows the number of website visitors who end up purchasing something after viewing your site.

17. Conversion rate depicts the percentage of web visitors who visit your home page then leave immediately.

18. Somebody who visits your site without seeing any of your marketing is called an organic visitor.

19. The marketing mix consists of people, profit, promotion, price, and product.

20. Dates, roles, and responsibilities of each person involved in executing a marketing plan can be found in the Implementation section of a marketing plan.

21. A 1 page explanation of a much larger marketing plan is known as an Executive Summary.

22. The 6x6 rule states that you should have no more than 6 sentences and 6 bullets on each power point slide.

23. Social media influencers and celebrities are known as tastemakers.

24. Evaluation and Control is the name of the section of a marketing plan that contains a contingency plan in which you discuss what you will do if the plan does not see its expected results?

25.Rebecca Black’s video called “Friday” is an example of a “trigger.”

26. In the STEPPS principle, Practicing Value is defined as “News you can use”

27. According to Jonah Berger, ads disguised as “trojan horses” are called Stories.

28. Mr. Lewis’ website is mrlewisprojects.weebly.com

29. Karen Cheng suggests to reach out to influential bloggers and Reddit users to promote your video.

30. The final steps to turning a Premiere Pro project into a movie are to click File then Export, then Media before naming your file and clicking the EXPORT button.

31. SMART goals or objectives are systematic, measurable, attainable, results oriented, and timely.

32. Cost of acquisition is the amount of money it takes to turn a prospect into a customer who buys your product.

33. This question is here to see if you are actually reading the test. Mark A if you want it to be correct (shame on you if you are randomly filling out the scantron!)

**SHORT ANSWER QUESTIONS**

34. What is Google Analytics and why is it so important to online marketing. List a few things that it tracks for you.

35. Describe the idea behind Gary V’s pillar system. For example, what is the concept of repurposing content and how does he use it to get soooooo many followers to share his material?

**OPTIONAL BONUS QUESTION (10 pts)**

Define these EXTREMELY important metrics: customer lifetime value, conversion rate, bounce rate, cost of acquisition, and return on investment. If you get these, please join DECA and start winning some money and scholarships immediately!