

Unit 07: Professional Development

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Table of Contents

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1. Unit 07: Professional Development

4. Chapter: Unit 07: Professional Development

1. Unit 07: Professional Development Questions

4.1.1. According to the Bureau of Labor Statistics, what are the job prosp...

Author: Dionne Mahaffey

According to the Bureau of Labor Statistics, what are the job prospects for marketing professionals?

Please choose only one answer:

- A healthy rate of growth is forecasted.
- Job openings will quadruple in the years ahead.
- A strong decline in job openings is forecasted.
- The customer service field will be eliminated.

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4.1.2. Are internships a worthwhile way to start a career in marketing?

Author: Dionne Mahaffey

Are internships a worthwhile way to start a career in marketing?

Please choose only one answer:

- No, it is nearly impossible to search for internship positions.
- Yes, many companies offer internship positions that provide valuable training.
- Yes, but only once you have enrolled in an MBA graduate program.
- No, internships pay little if anything and provide few means to advance.

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4.1.3. Are personal social media such as Facebook useful for career network...

Author: Dionne Mahaffey

Are personal social media such as Facebook useful for career networking?

Please choose only one answer:

- No, social networks are for social posts only, and not for business use.
- No, personal websites such as Facebook and Twitter are not professionally respectable.
- Yes, many companies post valuable business news and updates on social media pages.
- Yes, most business employers want to read about your personal family vacation.

Check the answer of this question online at QuizOver.com:

Question: [Are personal social media such as Facebook Dionne Mahaffey @The Principles](#)

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4.1.4. How might social networks help you find a job in a competitive work...

Author: Dionne Mahaffey

How might social networks help you find a job in a competitive work environment?

Please choose only one answer:

- They provide a means to share tips, resources, and job leads.
- You can find a supportive environment with others who have similar goals and who face similar challenges.
- Both A and B
- Neither A nor B

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4.1.5. How might you professionally benefit from an internship position?

Author: Dionne Mahaffey

How might you professionally benefit from an internship position?

Please choose only one answer:

- You can investigate the potential fit of a career.
- You might develop industry and company connections.
- Both A and B
- Neither A nor B

Check the answer of this question online at QuizOver.com:

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4.1.6. In the United States, what is an average wage for a marketing-relat...

Author: Dionne Mahaffey

In the United States, what is an average wage for a marketing-related position?

Please choose only one answer:

- Minimum wage
- \$20,000
- \$80,000
- \$750,000

Check the answer of this question online at QuizOver.com:

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4.1.7. What are tactics to help ensure a successful internship?

Author: Dionne Mahaffey

What are tactics to help ensure a successful internship?

Please choose only one answer:

- Be non-demanding and perform well.
- Don
- Volunteer at a non-profit for greater possible diversity in tasks.
- Both A and C

Check the answer of this question online at QuizOver.com:

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4.1.8. What characteristics are essential for a successful marketing profe...

Author: Dionne Mahaffey

What characteristics are essential for a successful marketing professional?

Please choose only one answer:

- Engineering and design skills
- Executive and fiscal management abilities
- Creativity, self-motivation, well-honed communication skills
- Product-repair skills

Check the answer of this question online at QuizOver.com:

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4.1.9. What is true about finding a job in marketing?

Author: Dionne Mahaffey

What is true about finding a job in marketing?

Please choose only one answer:

- Positions can be found through online job databases.
- Resumes can be submitted directly to company and human resource offices.
- Both A and B are true.
- Neither A nor B is true.

Check the answer of this question online at QuizOver.com:

Question: [What is true about finding a job in Dionne Mahaffey @The Saylor Principles](#)

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4.1.10. What is true about professional social networking?

Author: Dionne Mahaffey

What is true about professional social networking?

Please choose only one answer:

- It might help employers and job recruiters find you.
- Established professionals never join social networks.
- It is not useful to participate in social networks.
- Both B and C

Check the answer of this question online at QuizOver.com:

Question: [What is true about professional social Dionne Mahaffey @The Saylor](#)

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4.1.11. What level of education is typically required for an entry-level ma...

Author: Dionne Mahaffey

What level of education is typically required for an entry-level marketing professional?

Please choose only one answer:

- A high school diploma
- A bachelor's or master's degree
- An associate
- A professional certificate

Check the answer of this question online at QuizOver.com:

Question: [What level of education is typically Dionne Mahaffey @The Saylor](#)

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4.1.12. What sorts of useful items might you post on a professional network...

Author: Dionne Mahaffey

What sorts of useful items might you post on a professional network, such as LinkedIn?

Please choose only one answer:

- Resume details
- Portfolio samples of your work
- Recommendations of past instructors and employers
- All of these

Check the answer of this question online at QuizOver.com:

Question: [What sorts of useful items might you post Dionne Mahaffey @The Principles](#)

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