



CEC QUIZ: Parish/Diocese Marketing Strategy Follow up (1.0 Physical) With Rachel Hansen

Name: _____ Date: _____

1. What does the acronym SWOT stand for?
2. SWOT can help you make better _____ decisions.
3. _____ are the positive attributes that give you an advantage over your
_____. They are the things you do well, you are proud of, and help you stand out.
4. What we can improve on, or what we are lacking in knowledge or resources are examples of what?
5. Are strengths and weaknesses internal or external? (Please Circle)
6. What elements of SWOT are external?



Name: _____ Date: _____

7. Under what category would unprepared market trends fall under?

8. For the sake of time, how can we tactfully address multiple intentions at the beginning of class?

9. What is one way to gain Pastoral support?

10. If the parish is concerned about our business approach what is a solution you could give them?