**Job Interview Competition**

**Student Instructions**

**Procedures:**

* You will be evaluated on the below listed competencies. Be very familiar with them, and develop them in your presentation.
* You may use notes, but only those created during your preparation time.
* You will have 10 minutes to prepare and 10 minutes to interview.

**Competencies/Indicators to be evaluated:**

* Demonstrate effective verbal communication by:
	+ Using proper grammar and vocabulary
	+ Addressing people properly
* Complete a job application
* Complete an employment interview to include
	+ Pleasant, sincere approach
	+ Appropriate appearance
	+ Proper posture
	+ Complete and concise responses
	+ Appropriate questions asked of potential employer

**Event Situation:**

You are a Marketing student interested in securing part-time employment. A local wholesale club **Mike’s Wholesale** is looking for new team members to work in their Event Specialist Division. **Mike’s Wholesale** is located in your community and known for its in-store events.

The Event Specialist Division performs job tasks with an emphasis on brand awareness and retail sales. Team members represent the best brands on the market today and serve as brand ambassadors to customers of **Mike’s Wholesale**.

The successful candidate for **Mike’s Wholesale** will:

* Interact in a friendly, enthusiastic, outgoing manner with management & customers
* Work independently and as a motivated team player
* Generate brand awareness and positive product impressions to increase sales
* Assess customers’ needs and interests in order to best recommend products
* Set up, break down, product preparation and sampling during in-store demonstrations

You have already submitted your online application and are now preparing to interview with the bistro manager.

**Job Interview Competition**

**Judges Instructions**

**Procedures:**

* Please review the student instructions to better understand the event and your role.
* The student will have 10 minutes to prepare and 10 minutes to make a presentation.

**Event Situation:**

You are the manager of **Mike’s Wholesale**, a locally owned wholesale club in your local community. You are looking for new team members to join the Special Events Division. **Mike’s Wholesale** is located in your community and known for its in-store events.

The Event Specialist Division performs job tasks with an emphasis on brand awareness and retail sales. Team members represent the best brands on the market today and serve as brand ambassadors to customers of **Mike’s Wholesale**.

The successful candidate for **Mike’s Wholesale** will:

* Interact in a friendly, enthusiastic, outgoing manner with management & customers
* Work independently and as a motivated team player
* Generate brand awareness and positive product impressions to increase sales
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**Please ask the following interview questions of each candidate:**

1. Tell me a little about yourself and why you have applied to work here?
2. How has your marketing class in school helped prepare you for this position?
3. What is your best personal characteristic that will help you in this position?
4. How will you respond to a customer who tells you the product being demonstrated is terrible?
5. What is your understanding of brand awareness and why it is important to sales?
6. Which do you prefer, working independently or with a team?
7. Do you have any questions?

**Evaluation:** The event begins when the student approaches you

* Although work experience is important, please do not evaluate students on their employment, rather on their Marketing Education experiences and job acquisition abilities.
* Evaluate the application on student ability to follow directions and completeness of the application.
* Please be realistic and remember we are trying to create a positive, educational experience for our students.

**Student Name:**

**ID:**

**Job Interview Evaluation**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **POOR** | **FAIR** | **GOOD** | **EXCELLENT** | **Total** |
| **Complete an application by:** |
| 1. Following directions | 0,1 | 2,3 | 4 | 5 |  |
| 2. Answering all requested information (no blank spaces) | 0,1 | 2,3 | 4 | 5 |
| 3. Applying correct spelling | 0,1 | 2,3 | 4 | 5 |
| **Complete an interview** |  |
| **a. Create a positive first impression to include:** |
| 4. Pleasant, sincere approach | 0,1 | 2,3 | 4 | 5 |  |
| 5. Proper posture and eye contact | 0,1 | 2,3 | 4 | 5 |
| 6. Good eye contact | 0,1 | 2,3 | 4 | 4 |
| 7. Appropriate appearance | 0,1 | 2,3 | 4 | 5 |
| 8. Proper grammar and vocabulary | 0,1 | 2,3 | 4 | 5 |
| **b. Answer the following questions with complete and concise responses:** |  |
| 9. Question #1 | 0,1 | 2,3 | 4 | 5 |  |
| 10. Question #2 | 0,1 | 2,3 | 4 | 5 |
| 11. Question #3 | 0,1 | 2,3 | 4 | 5 |
| 12. Question #4 | 0,1 | 2,3 | 4 | 5 |
| 13. Question #5 | 0,1 | 2,3 | 4 | 5 |
| 14. Question #6 | 0,1 | 2,3 | 4 | 5 |
| 15. Professional closing remarks  | 0,1 | 2,3 | 4, | 5 |
| 16.Asked appropriate questions of employer | 0,1 | 2,3,4 | 5,6,7 | 8,9,10 |
| 17. Overall Impression | 0,1,2,3 | 4,5,6,7 | 8,9,10,11 | 12,13,14,15 |
| TOTAL SCORE |  |  |  |  |  |