

HONORS MARKETING

Assessment #1: Interview

When I was at the University of Maryland, I had a terrible revelation before my senior year. I was a Marketing major that no longer wanted to work in Marketing. I loved the creativity, psychology, and game of marketing, but I started to figure out my strengths, weaknesses, and aspirations and learned that I wanted to work with people very personally, one-on-one, and face-to-face instead. However, I was not passionate about anything in particular, so I had no idea what to do and I wasn't going to change my major going into my final year of school.

I talked to my father about it and he gave me some of the best advice I have ever received. He challenged me to get coffee or lunch with as many professionals as I could during my senior year. It did not matter what profession they did or what industry they were in or if I knew that I had no interest in whatever they did for a living. He wanted me to make connections, build a network, learn how to have good conversations, and listen to other people's experiences. And he was right as I learned more from those coffee and lunch meetings than most of what I was taught in college. Here's what it did for me:

1. I heard what these men and women did for a living and decided if it was something that interested me or not.
2. It taught me hard work, boldness, and taking initiative. I had to put myself out there and call and email professionals to ask for lunch and coffee. And you know what, I was rarely turned down. People like to talk about themselves.
3. I built a network. All of a sudden, I knew a lot of business professionals – not just my high school and college buddies.
4. The people that I met with were excited to introduce me to other people. They would say, *"Oh, you've got to meet my friend, Susan. She would love to meet with you."* And once again, my network grew.
5. I learned that who you know is a lot of times much more powerful than what you know.
6. I learned how to have serious, face-to-face conversations, make consistent eye contact, and ask good questions. You want to impress someone? Ask good questions. And leave your phone in your pocket at all times.
7. Lastly, I graduated in the midst of a global recession. However, one of my senior year lunch meetings was with two financial advisors. I loved how these advisors were taking care of people in a vital area of people's lives where they needed a lot of help and guidance. That spoke to me and when I graduated, they told me, *"We know you are not a Finance major, but we love your initiative and hard work. We can teach you all the financial stuff. You showed us that you have drive and personal skills and we want to hire you."* Once again, it was not about **WHAT** I knew. It was about **WHO** I knew and how I impressed them with my hustle and personality.

So, why did I tell you all of this? Because I need you to start thinking about building a network and making a name for yourself. Then one day, when you graduate college, someone will say, *"I remember how impressed I was with Xavier Walper even when he was in high school. I want to have someone like him in our company."*

This is real world stuff, my padawans. Networking is the name of the business game. This is an assessment that can help you land a job one day. Take it seriously because you never know...

Your assignment is to find, contact, and interview someone. Now, I was tempted to make all of you interview someone in the marketing world, but I thought that might be pretty challenging (even though this is an honors course) and it might not serve you best.

Therefore, I want you to interview someone in the industry that you are thinking about getting into one day. On question 16 of your “All About Me” assignment, you listed what you want to do for a career one day. That’s what I’m going to hold you to. I have written documentation of your answer on that classwork so don’t try and lie to me and interview someone in a different industry. If you said “fashion,” you need to find, contact, and interview someone in the fashion industry. If you said “military,” you need to find, contact, and interview someone in the military. *You get the point.*

In the past, I have encouraged students to meet face-to-face with professionals. That is obviously not the case this year.

If I have had you in one of my classes before, here is a big change... you do not need to type a report this year. You will record the conversation and submit the audio file into our Google Classroom for an assessment grade.

- The person cannot be a family member.
- The person must be at least 30 years old.
- If I have had you in class before, it cannot be someone you have already interviewed in previous school years. I still have all your documents, so I can check :)

Remember that assessments are 65% of your final grade, so do not forget to do this.

Grading	Points
Part 1: 20 questions asked and answered and audio file submitted in Google Classroom	80 points (4 points each)
Part 2: Thank you email with Mr. Metzger ‘cc’ed	20 points

Assessment #1 is due Wednesday, November 4th.

Part 1: The Recorded Interview

Here is another difference from last year... I am not giving you all 20 questions to ask. Since this is Honors and since you will all be making calls to people in different industries, your questions should be different. Before you call, write-out the 20 questions you want to ask.

Here are some ideas:

1. What does the company do?
2. What is your educational background?
3. What other companies have you worked for previously?

4. For your current job, how did you find out about the job opening and what was the application and interview process like?
5. What do you like most about your work?
6. What do you like least about your work?
7. What does your day-to-day look like at work?
8. When hiring, what do you look for in an employee or coworker?
9. What is the best way to network and meet business professionals?
10. What is the best way to figure out what I should do for a career one day?
11. What is the best piece of advice you can give to a high schooler looking at getting into the _____ industry one day?

Look at that... I just gave you 11 freebies. What can I say except [you're welcome](#)?

You need to come up with at least 9 more questions on your own. I believe in you.

Part 2: The Email

At the end of the meeting or phone call, please thank the person for their time and ask for their email address. After the interview, you will email them and formally thank them again for their time as this is proper business etiquette. **You must 'cc' me on the thank you email as that is the only way that I will see that you did it.** smmetzger@aacps.org

The screenshot shows an email composition interface. At the top, a dark header bar contains the text "Thank you!" and icons for minimizing, maximizing, and closing the window. Below this, the "To" field is empty. The "Cc" field contains the email address "Metzger, Stephen M (aacps.org)" with a small "X" icon to its right. The "Bcc" field is also empty. The main body of the email contains the text "Thank you!". At the bottom, there is a rich text editor toolbar with various icons for undo, redo, font face (set to "Sans Serif"), font size, bold, italic, underline, text color, background color, bulleted list, numbered list, and a dropdown menu. Below the toolbar is a blue "Send" button with a dropdown arrow, followed by icons for text color, link, unlink, emoji, insert image, insert video, insert document, and a trash can icon.

Here is some possible verbiage for your initial, reaching-out email.

This is just an idea/template. Do not feel as though you must use or copy this.

Dear Mr./Ms. _____,

My name is _____ and I am a high school sophomore/junior/senior at Arundel High School. I am currently enrolled in a business course and we have been given a project where we need to interview someone in a career field that we are interested in. I am emailing to ask if I could please have 15-30 minutes of your time on the phone to learn about what you do for a living and hear more about the industry. My school hours end at 3:00pm on M, T, Th, and F, but I can be very flexible with my time on Wednesdays. Could you please let me know if you have any available time during this month or October?

Thank you very much for your time and I greatly appreciate your consideration.

Sincerely,

Here is some possible verbiage for your follow-up thank you email.

This is just an idea/template. Do not feel as though you must use or copy this.

Hello Amanda,

Thank you so much for taking the time to meet with me yesterday. It was a pleasure to learn from you.

Our conversation made me even more excited to.....

I was thinking about what you said regarding.....

I will make sure to keep in touch and let's meet again sometime in the near future. Thank you again for your time!

Sincerely,

*Jane Redlock
515-255-0812
j.m.redlock@gmail.com*

How do I record the conversation if I am on the phone with them?

Good question. Here is what I would do:

1. Ask to borrow a family member or guardian's phone.
2. Place the phones next to each other – like the image below.
3. Open the *Voice Memos* app on one of the phones.
4. Call the person you are interviewing with the other phone.
5. Put the call on speaker.
6. Record the conversation using the *Voice Memos* app.



You can also record the conversation via your Chromebook: <https://shakeuplearning.com/blog/13-tools-to-record-audio-on-chromebooks-and-other-devices/>

Good luck!

Do not procrastinate on this.

Feel free to ask me any questions during class or flextime.