

Instructional Scenario

Acing the Interview



Course/Duty Area: Principles of Business and Marketing/Developing Employability Skills

Scenario: Tara is preparing to graduate with a degree in marketing from a state university in May. She decides to search the local job boards and finds a listing for an account manager in sales for Stihl, a local manufacturer that sells chainsaws and other outdoor power equipment. A week later she receives a call from the human resources (HR) manager for an interview.

She is very nervous about the interview and knows little about the company. The HR manager tells her that she will be interviewing with a panel that includes himself, the sales manager, and the operations manager.

Big Question: What can Tara do to prepare for this interview?

Focused Questions:

- What steps can Tara take to make a good impression?
- Why is it important to arrive on time for a job interview?
- What is considered professional attire in different fields?
- What sources exist for practice interview questions?
- What information should Tara know about the company prior to interviewing?
- What questions might Tara ask the HR manager, the sales manager, and the operations manager?

Student Project or Outcome: Students will describe professional behavior in a job interview and demonstrate interview skills.

Project-Based Assessment: The students will create a three- to five-minute video of themselves preparing for the interview. The video should display knowledge of the company and include a series of questions to ask the sales manager, HR director, and/or the operations manager. The video should display proper interview techniques such as proper body language, maintaining eye contact, and concluding the interview by thanking the panel.

Alternatively, students can create an “Acing the Interview” poster for a career services center. The poster should educate students about how to improve their interview skills.

Teacher Resources:

- About Us, Stihl (<https://www.stihlusa.com/about-stihl/>)
- Interview Tips, U.S. Department of Labor (<https://www.dol.gov/general/jobs/interview-tips>)