



# Marketing Educators of Texas

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## MET Job Application and Interview Event Student Activities

Complete each activity listed below. Secure all portions to be handed in with a paper clip and submit with a cover page containing the following information by **Nov 13 (B) and Nov 14 (G), 2014:**

### **MET Job Interview Event**

**Student Name**

**Name of High School/DECA District #**

**Name of Advisor / Phone Number/E-Mail Address**

**School Address**

**City / State / Zip**

**Please make sure all of the following is included in the envelope:**

1. Cover Page
2. Completed Official Entry Form
3. Completed Employment Application
4. Complete Cover Letter
5. Prepare a Resume
6. Letter of recommendation from school official, counselor, or teacher
7. Letter of recommendation from an employer or other source

## **Job Application and Interview Event**

This event is designed to allow individuals the opportunity to demonstrate their ability to complete a job application form, participate in an interview, and communicate their personal understanding of the interview process while performing marketing related job requirements. By stimulating a job interview situation with business and industry persons, participants will be acquainted with current employment needs and procedures.

### **Criteria for Evaluation**

Participants will be evaluated on:

1. Resume
2. Official entry forms
3. Application form
4. Cover Letter
5. Two letters of recommendation
6. Job interview by event judge

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## MET Job Application and Interview Event Student Activities

### **SITUATION:**

You are to assume the role of a graduating senior in search of a full time job. Your cover letter and resume should be geared towards the following advertisement from Careerbuilder.com.

### **POSITION PURPOSE:**

The current Superintendent of your local High School is looking for a way to promote their mission to stop teen violence, which includes verbal, physical, and sexual abuse. The school wants to create counseling and support group for victims of violent crimes and abuse to help prevent teen abuse in high schools around the United States. Superintendent, Jack Brown, is interested in reaching out to youth and raising awareness of teen violence and abuse. Mr. Brown is looking for a personal assistant to work in a team environment. The Marketing and Public Relations Assistant needs to have fresh new ideas with the ability to pull in diverse demographics of youth while maintaining positive relationships with current high school students.

### **INFORM, EDUCATE and ADVOCATE is your MISSION!**

The MOST IMPORTANT issues facing our teenagers at this time are cyber bullying, teen violence, school shootings, Internet use and abuse, online gaming, gaming addiction, bullying, violence on T.V. and teen suicide. The superintendent, teachers, parents and the community are concerned with these issues, which are caused by a number of social, cultural, communal, economic, familial and individual factors. While it may be hard to change the nature of the internet, T.V. or movies, there is ALWAYS something that each one of us can do to reduce violence, prevent cyber bullying, and school shootings, reduce the rate of teen suicide and help develop a balanced use of the Internet and online gaming.

### **DESCRIPTION:**

The person must be extremely detail oriented and be able to manage active high school calendars, travel arrangements and various other speaking and public appearances. Must also supervise and manage volunteer staff and campaign employees. Regular weekend or evening work may be required.

The Marketing and Public Relations Assistant will also need to help set appointments for the president, handle paperwork, track campaign donations, coordinate events, and run errands. In addition, the candidate will be planning a one day “*Stop the Hate*” awareness event at the local high schools that will encourage students to stand up and say NO to teen violence and abuse. The Marketing and Public Relations Assistant will need to be able to organize, plan and then present their ideas/entertainment to the panel of judges for their “*Stop the Hate*” awareness event.

The position uses innovation and creativity to individualize each high school student’s experience. This is a hands-on position with direct, on-site involvement in all events including monthly newsletter to students, establishing flyers and postcards, setting up and hosting public appearances and debates, and planning and hosting the “*Stop the Hate*” awareness event at the local high schools.

### **QUALIFICATIONS:**

- New fresh innovative ideas
- Creativity
- Communication
- Interpersonal skills
- Maintaining and updating the website content; as well as website positioning; manage periodic website redesign
- Obtaining press coverage
- Developing regular direct mailings to our existing high school and upcoming junior high/elementary students
- Developing, Planning and hosting the “*Stop the Hate*” awareness event.
  - You should have the entire day planned out and ready to present to the judges – **SELL YOUR IDEAS** for the campaign.

**JUDGE'S EVALUATION FORM (Documentation)**

Participant Name \_\_\_\_\_

**DOCUMENTATION:**

1. Official Entry Form (Typed)

No Errors	One-two errors	Three-Five errors	TOTAL
10	9....7	5...4...3....0	_____

2. Application (Typed)

No Errors	One-two errors	Three-Five errors	TOTAL
20	18....17	15...14...13....0	_____

3. Letter of Recommendation / Cover Letter

Standard business letter form using block format. Includes all information necessary to set up an interview.

No Errors	One-two errors	Three-Five errors	TOTAL
20	18....17	15...14...13....0	_____

4. Resume (chronological, functional, or targeted format. Includes relevant information).

No Errors	One-two errors	Three-Five errors	TOTAL
20	18....17	15...14...13....0	_____

5. Two letters of recommendation

Two Letters	One Letter	No Letter	TOTAL
30	15	0	_____

**TOTAL SCORE** \_\_\_\_\_

**JUDGE'S EVALUATION FORM (Interview)**

Participant Name \_\_\_\_\_

**TOTAL** \_\_\_\_\_

**INTERVIEW:**

**1. Overall impression of participant skills and performance?**

<b>POOR</b> 0, 2 Demonstrated few skills with little or no effectiveness.	<b>FAIR</b> 2, 3, 4 Demonstrated limited ability to link some skills.	<b>GOOD</b> 5, 6, 7 Gave an effective presentation of specific skills.	<b>EXCELLENT</b> 8, 9, 10 Presented skills in a confident, articulate, & integrated manner that meets the highest professional business standards.
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**2. PROBLEM SOLVING: When a problem arises, do you pause and think of a solution, or do you act immediately with what seems right?**

<b>POOR</b> 0,2 Attempted to explain problem solving technique and explanation was vague.	<b>FAIR</b> 4, 6, 8 Adequately explained problem solving techniques.	<b>GOOD</b> 10, 12, 14 Clearly explained problem solving techniques.	<b>EXCELLENT</b> 16, 18 Very clearly explained problem solving techniques & gave examples.
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**3. FOSTERING POSITIVE WORKING RELATIONSHIPS: How do you encourage people on your team to express their ideas and opinions?**

<b>POOR</b> 0,2 Explanation offered little to foster positive relations with the co-workers/team members.	<b>FAIR</b> 4, 6, 8 Explanation might foster positive relations with the team members.	<b>GOOD</b> 10, 12, 14 Explanation clearly fostered positive relations with team members.	<b>EXCELLENT</b> 16, 18 Explanation very clearly fostered positive relations with team members.
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**4. CREATIVITY: Give me an example of a time when you were creative.**

<b>POOR</b> 0,2 Identified, but did not give a great example of being creative.	<b>FAIR</b> 4, 6, 8 Adequately explained creative strategies.	<b>GOOD</b> 10, 12, 14 Effectively explained creative strategies.	<b>EXCELLENT</b> 16, 18 Very effectively explained creative strategies and gave examples.
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**5. CONFLICT RESOLUTION: Tell me about a time you had a conflict with a co-worker or a classmate how did you resolve it.**

<b>POOR</b> 0,2 Identified, but did not describe conflict resolution relating to situation.	<b>FAIR</b> 4, 6, 8 Adequately described conflict resolution relating to a situation.	<b>GOOD</b> 10, 12, 14 Effectively described conflict resolution relating to a situation.	<b>EXCELLENT</b> 16, 18 Very effectively described conflict resolution; provided examples to enhance the explanation.
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**6. MULTI-TASKING: Describe a situation where you had to multi task. How did you handle it?**

<b>POOR</b> 0,2 Identified, but did not explain or give examples of multi tasking	<b>FAIR</b> 4, 6, 8 Adequately explained the concept of multi tasking.	<b>GOOD</b> 10, 12, 14 Effectively explained the concept of multi tasking.	<b>EXCELLENT</b> 16, 18 Very effectively explained the concept of multi tasking and provide examples to enhance the explanation.
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**7. EVENT PLANNING: Describe your ideas on how you would host the “Stop the Hate” awareness event at the local high schools?**

<b>POOR</b> 0,2 Identified, but did not explain or give examples of what the night would entail.	<b>FAIR</b> 4, 6, 8 Adequately explained the nights entertainment and theme.	<b>GOOD</b> 10, 12, 14 Effectively explained the Nights entertainment and Theme for the evening.	<b>EXCELLENT</b> 16, 18 Very effectively explained the nights Entertainment, theme and gave details to enhance the explanation (such as, cocktail hour, Dinner, Small presentation by agents, Door prizes, etc...)
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**8. ADVERTISING/MARKETING: How would you market/advertise the importance of saying NO to teen violence/abuse to young high school students of your county and encourage them to report teen violence/abuse?**

<b>POOR</b> 0,2 Identified, but did not explain or give examples of what the Marketing strategy.	<b>FAIR</b> 4, 6, 8 Adequately explained the marketing strategy and what they would do to increase customer awareness of their agency.	<b>GOOD</b> 10, 12, 14 Effectively explained the marketing strategy and what they plan on doing to increase customer awareness of their agency.	<b>EXCELLENT</b> 16, 18 Very effectively explained the marketing strategy and what they plan on doing to increase customer Awareness of their agency and gave details to enhance the explanation.
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**TOTAL SCORE \_\_\_\_\_**

**Application for Employment**

**MUST BE TYPED**

**PERSONAL INFORMATION:**

First Name \_\_\_\_\_ Middle Initial \_\_\_\_ Last Name \_\_\_\_\_

Are you 16 or older? Yes \_\_\_\_\_ No \_\_\_\_\_

Street Address \_\_\_\_\_

City, State, Zip Code \_\_\_\_\_

Phone Number (\_\_\_\_) \_\_\_\_\_ Cell Phone (\_\_\_\_) \_\_\_\_\_

Are you eligible to work in the United States? Yes \_\_\_\_\_ No \_\_\_\_\_

Have you been convicted of or pleaded no contest to a felony within the last five years?

Yes \_\_\_\_\_ No \_\_\_\_\_

If yes, explain: \_\_\_\_\_

**POSITION AVAILABILITY:**

Position Applied For: \_\_\_\_\_

Days/Hours Available:

Sun. \_\_\_\_\_ Mon. \_\_\_\_\_ Tues \_\_\_\_\_ Wed. \_\_\_\_\_ Thurs. \_\_\_\_\_ Fri. \_\_\_\_\_ Sat. \_\_\_\_\_

Hours Available: From \_\_\_\_\_ To \_\_\_\_\_

What date are you available to start work? \_\_\_\_\_

**EDUCATION:**

Name and Address of School	Major/Degree/Diploma	Graduation Date
_____	_____	_____
_____	_____	_____
_____	_____	_____

**Skills and Qualifications: Licenses, Skills, Training, Awards**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**EMPLOYMENT HISTORY:**

**Present or Last Position:**

Employer: \_\_\_\_\_ Address: \_\_\_\_\_

Supervisor: \_\_\_\_\_ Phone: \_\_\_\_\_

Position Title: \_\_\_\_\_ Salary: \_\_\_\_\_

From: \_\_\_\_\_ To: \_\_\_\_\_ Reason for Leaving: \_\_\_\_\_

**Previous Position:**

Employer: \_\_\_\_\_ Address: \_\_\_\_\_

Supervisor: \_\_\_\_\_ Phone: \_\_\_\_\_

Position Title: \_\_\_\_\_ Salary: \_\_\_\_\_

From: \_\_\_\_\_ To: \_\_\_\_\_ Reason for Leaving: \_\_\_\_\_

**Previous Position:**

Employer: \_\_\_\_\_ Address: \_\_\_\_\_

Supervisor: \_\_\_\_\_ Phone: \_\_\_\_\_

Position Title: \_\_\_\_\_ Salary: \_\_\_\_\_

From: \_\_\_\_\_ To: \_\_\_\_\_ Reason for Leaving: \_\_\_\_\_

**May We Contact Your Present Employer?** Yes \_\_\_\_\_ No \_\_\_\_\_

**References:**

Name/Title	Address	Phone	Occupation

I certify that information contained in this application is true and complete. I understand that false information may be grounds for not hiring me or for immediate termination of employment at any point in the future. If am hired; I authorize the verification of any or all information listed above.

Signature \_\_\_\_\_

Date \_\_\_\_\_

This company will not discriminate in its employment and personnel practices because of a person's age, sex, marital status, race, creed, color, national origin, religion, or the presence of any sensory, mental, or physical disability unless based upon a bona fide occupational qualification.