



MSc Marketing Practice Interview Preparation

The following are guidelines on (1) what to wear and (2) how to prepare, for interview as part of the application process for the MSc Marketing Practice programme. Interviews take place in the Marketing Meeting Room (Room 335), J.E. Cairnes School of Business & Economics. There will be signs directing you to a seating area where you can wait until you are called into the interview room.

WHAT TO WEAR

For guys and girls, the same guidelines apply:

- While a suit is your best option for interviews, if you don't have a suit in time for this interview, please don't worry as 'separates' are also perfectly acceptable. Just make sure that your clothes are freshly laundered and in good repair i.e. properly ironed with no hemlines dropping.
- Remember to polish your shoes.
- Please make sure that your hair is not falling into your eyes so that you are (i) perceived to be "hiding" under it or (ii) that you have to flick it back constantly.
- If you wear glasses, clean the surface of them before going into the interview.
- Girls, remember you are not going to a night club so avoid skirts or dresses that are too short, low-cut tops and see-through fabrics. If you decide to wear nail varnish, please be sure that it is not chipped and it is best to stick to 'safe' neutral colours at interviews. Remember the shoes you wear to night clubs may not be suitable for the workplace, avoid very high heels and platforms.
- Guys, it is best to avoid "designer stubbles" at interviews, though if you choose to go this route, please ensure it looks well groomed.

- A good night's sleep the night before an interview is an absolute must so that you look fresh, your eyes are clear and you are alert and confident.

HOW TO PREPARE

Every interview is different and questions asked will vary, however it is a good idea to be prepared for questions relating to the following areas:

- **Why marketing?** You will be asked why you decided to study business on leaving secondary school and why then you decided to specialise in marketing. You may be asked to talk about some of the subjects/projects you have studied, in particular the marketing subjects/projects.
- **What do you know about marketing?** It is important to be able to show that you understand what marketing is all about and that you are aware of marketing in action in the world around you every day. Think of your college projects and what you learned when doing them. Think of your favourite brands and the role marketing played in making these your favourite brands. Ideally be able to give an example of how a particular brand is marketed.
- **Work ethic:** Companies are looking for graduates with a strong work ethic, who are practical, capable and motivated with a 'can do' attitude. Being organised, a good communicator and a team player with an ability to work on your own initiative are all great strengths to have in a marketing role. Think about how you can persuade the interviewers that you have some of these strengths and skills. Providing evidence is key.
- **Attitude:** The Programme Director is looking for candidates with a 'can do' attitude, a positive outlook and good self awareness. Put some time into identifying your strengths and be able to give evidence of these strengths through things you have done throughout your life i.e. at school, college, work, hobbies and interests.
- **Special skills:** Be sure to let us know of any special skills or strengths you may have. Do you have a driver's license? Are you a good writer? If yes, bring some evidence to show us. Do you know anything about web design or google analytics? Have you ever organised an event? Have you ever volunteered with a charity? Etc. etc.
- The main thing is to be yourself, and remember to smile! Smiling releases endorphins and helps you to portray a confident, competent image!