

Iowa State University
MKT 340 Principles of Marketing
Interview Paper
Honors Project

Introduction: There are many career options available in the marketing industry. This assignment is designed to raise students' awareness of marketing career options and what a specific marketing job entails.

Assignment: Interview a marketing professional. You will need to document their name, company, and position in your paper. Ask them about their experiences with marketing and how what you've learned in class relates to what they have done. Relate at least five concepts from class and/or your textbook to real-world examples of what your interviewee has done. Prepare a written paper OR an oral presentation that reflects your findings. The paper must not be written in a Q&A format.

Acceptable Interviewees: A professional, who has been in their current position for at least one year, in a company's marketing department or a professional at an advertising or marketing agency are examples of acceptable choices for your interview subject. Other professionals with marketing experience may qualify; "marketing" is not always in the job title even if the person performs marketing activities. Small business owners also make good interviewees. If you have a question as to whether your interviewee meets the assignment requirements, be sure to ask. The use of an unacceptable interviewee will result in a zero score.

Format: Written paper emailed as a MS Word document to the instructor's Iowa State email. Name the file "Interview [your last name]." For example: Interview Jones. Non-MS Word files will not be accepted. The paper must be between 1,000 and 1,500 words in length. Sources used must be cited using APA format.

Pass/Fail: The assignment will be assessed on how well the student demonstrates an understanding of the interviewee's marketing experiences and how these relate to at least five concepts that have been learned in this class. The concepts must be clearly stated and the connections must be made correctly.

Remember, mechanics of the written work, including use of correct grammar and spelling, logical sentence structure, and clear organization of content are also evaluated. Poor writing skills that detract from or obscure the clarity of the connections may contribute to a failed paper.

OR

Formal presentation given in an assigned class period. The presentation must fall between five and seven minutes. A PowerPoint or similar must accompany the presentation.

Pass/Fail: The assignment will be assessed on how well the student demonstrates an understanding of the interviewee's marketing experiences and how these relate to at least five concepts that have been learned in this class. The concepts must be clearly stated and the connections must be made correctly.

Remember, presentation skills, including clarity of speaking, professional appearance, and proper use of PowerPoint or similar are also evaluated. Poor presentation skills that detract from or obscure the clarity of the connections may contribute to a failed paper.

If you have questions, be sure to ask. ☺