Session 6 – Creating your Own Marketing Plan Part 2:

Interviews

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# Career Transition Planning

## I. ID info about yourself
- Work-setting Preferences
- Personal Skills Inventory
- Motivational Factors

## II. ID info options
- Researching Industries & Companies (e.g.’s)
- Identifying Prospects
- Informational Interviews & Networking

## III. Targeting your employer
- Narrowing the field
- Aligning credentials
- Optimizing documents

## IV. Securing an offer
- Determining “Fit”
- Submitting Materials & Refs
- Interview Preparation
- Negotiation
Approaching the Interview

- Thinking homework and your marketing plan
- Speaking the right “language”
- The mind-reading candidate
- Two sides of the coin
- The devil’s in the details
- Practical practice
On our agenda today:

- Overview of interview scope and process within various fields
- Management communications strategies that will help you hone and sell your professional image
- Overcoming interview fears and addressing ways to avoid common mistakes

Anything else?