

## Interview Questions by Major

### Cinema and Television Arts

- Who is your favorite director and why?
- What is your directing/producing/editing style?
- Walk me through your reel...
- If you could produce any project (film, tv show, documentary, radio show, etc), what would it be and why?
- What inspired you to choose this career?
- What is your proudest career accomplishment?
- Describe a project that required you to take a creative risk.
- What is going to be the biggest challenge about bringing this script to life?
- Imagine you are presenting your work to a client and they are unhappy with the results, how do you handle the situation?
- What was the last movie you saw in theaters? Why did you go?

### Communication Design

- What kind of design software are you familiar with?
- What is your design process?
- What have you learned from your mistakes as a designer?
- What have you done to improve your design knowledge?
- What sets your work apart from your peers?
- \*When you show the employer your e-portfolio talk about how you created each piece, how long it took, what your design goals were, etc.
- What qualities do you consider necessary for a good designer?
- How do you handle hitting a creative block? Describe a challenge you have faced with this?
- Describe your experience with presenting your work to clients.
- How do you sustain long-term interest in designing for one brand?

### Journalism

- Tell us about a time when you found your own story. How did you turn the idea into a story?
- What do you think of our website/newspaper-what do you think we could improve upon?
- What would you do if someone called the newsroom and said there was an explosion in a nearby town?
- Who would be your key contacts in the area?
- How much do you use social media and which sites do you use the most?
- Describe yourself in 2 minutes.
- What personal qualities do you have that you feel would make you a good journalist?
- Who is your favorite journalist, and why?
- How would you get a local story? How do you work with community members?
- What books, magazines, and newspapers do you read?

### Media Analytics

- How do you use social media as a tool for customer service?
- How do you measure social return on investment (ROI)?
- Talk about your SEO knowledge and experience.
- Which social media platforms are you best at using and why?
- What is a limitation you have experienced on a social media platform? How did you overcome this?
- What analytics software packages have you used?
- Tell me about a time when you made a recommendation based off data?

- Tell me about a time when you had to learn a new process or technology quickly. Walk me through the steps you took to learn it.
- Describe your public speaking experience. Have you ever presented a technical topic to a large audience?
- Is our website search-friendly? What would you do to improve optimization?

## **Sport Management**

### *Sports*

- Tell me about your favorite sporting event that you have ever attended. What makes it your favorite?
- In your opinion, how can we better engage our audience during games?
- Describe your coaching philosophy.
- What are 3 things that your experience working in athletics has taught you?
- \*\* When interviewing with any team you should know their history inside & out (award winners, playoff appearances, championship titles, rookies, prospects, most successful coaches & managers)
- What is your vision for our athletic program?
- Tell me about your experience in ticket sales.
- Give us an example of a time when you had to handle a difficult situation regarding a student-athlete. How did you handle it?
- Please explain 1 strength and 1 weakness of our current marketing endeavors for our team.
- If you could change anything about the professional sports industry, what would it be and why?

### *Event Planning*

- This position requires meeting frequent deadlines. Please give an example of a time when you had to work under pressure.
- If you could plan any event, what would it be and why? Please provide details.
- Describe a time when you went over budget on an event. How did you handle it and why did you go over?
- What are your priorities when choosing vendors/partners for an event? How do you assess them?
- What technology/software do you use most often in your work?
- How would you persuade a client of the value of your services?
- What is your most successful event you have ever planned? What makes it your most successful?
- Describe a time when you provided a creative solution to a problem.
- How do you manage planning more than one event at a time?
- If you had to plan an event on a tight budget, how would you prioritize your spending?

## **Strategic Communications**

### *Advertising*

- Describe your thoughts on the future of advertising?
- Describe a time that you used an advertising strategy that failed.
- What types of testing do you use to gauge the effectiveness of your advertising project?
- What made you decide to go into advertising?
- What do you consider the most effective current form of advertising?
- What do you consider an effective advertisement and how do you evaluate it?
- What is your favorite campaign of ours?
- What are the most important trends in advertising today?
- What is your proudest career accomplishment?
- Describe a project that required you to take a creative risk.

### *Public Relations*

- Why do you want to work in PR? Or Why do you want to work in tech/healthcare/lifestyle/etc. PR?
- What writing experience do you have?

- How would you put together a pitch?
- What media outlets do you follow on a regular basis? Why do you follow those?
- What skills do you have that would help communicate a client's message?
- How would you go about finding relevant contacts and sources?
- How would you contact and communicate with a reporter?
- Have you ever had to deal with a PR crisis? If so, how did you handle it?
- Describe your approach to developing relationships with members of the media.
- Describe an experience of working with a difficult client.