



TECNIA INSTITUTE OF ADVANCED STUDIES

GRADE "A" INSTITUTE

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25.01.2024

Department of Journalism and Mass Communication

Report

Mock Interview: PR and Marketing Experts

Session 2023-2024

Activity Name : Mock Interview: PR and Marketing Experts

Faculty in Charge: Dr. Shaheen Bano, Assistant Professor BA (J&MC), TIAS

Participants : Students of 6th SEM Morning B (3rd Year)

Objectives:

- Equip students with the necessary skills to confidently navigate job interviews in the PR and marketing industry.
- Provide practical experience with answering common interview questions related to PR and marketing expertise.
- Enhance communication, critical thinking, and problem-solving skills in a simulated professional environment.
- Foster self-reflection and identify areas for improvement in interview preparation and presentation.

Execution:


- Students were provided with a list of potential interview questions covering various aspects of PR and marketing, including industry knowledge, campaign strategies, media relations, and social media expertise.
- They were encouraged to research the specific PR agency conducting the mock interviews and familiarize themselves with their work and client base.

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- Resources and guidance were offered on interview etiquette, attire, and effective communication techniques.
- A panel of PR and marketing professionals from the agency or experienced alumni conducted individual mock interviews with each student.
- The interviews simulated a real-world scenario, allowing students to showcase their skills and respond to questions in a professional setting.
- Interviews were 15-20 minutes long and followed a structured format with a mix of pre-defined questions and follow-up inquiries based on the student's responses.
- Following each interview, the interviewer provided individual feedback to the student, highlighting their strengths and areas for improvement.
- Feedback covered aspects like their answers, communication style, body language, and overall presentation.
- Open discussions were encouraged, allowing students to ask questions and gain insights from the interviewer's experience.

Learning Outcomes: The mock interview session proved to be a valuable learning experience for the participating students. By providing a simulated yet professional environment, the program equipped them with essential skills and knowledge to confidently navigate real-world PR and marketing interviews. The personalized feedback and self-reflection opportunities further empowered them to refine their communication skills and showcase their expertise effectively, ultimately increasing their chances of success in their career pursuit.

- Students gained valuable practice in answering typical PR and marketing interview questions, improving their confidence and articulation.
- They received personalized feedback on their interview skills, providing them with concrete areas to focus on in their preparation.
- The mock interviews helped students manage nerves, refine their communication style, and present themselves professionally.
- Through self-reflection and peer learning, students were able to identify their strengths and weaknesses, allowing them to tailor their interview preparation strategies for future opportunities.


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Geotag Photographs:



Faculty members briefing students prior to their mock interview session

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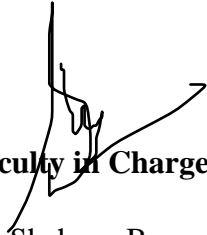
Students practicing for the interview amongst themselves

List of Beneficiaries:

Sr no.	Enrolment no.	Name
1	6121302421	Akshat Shah
2	6221302421	Shreya Shandilya
3	6321302421	Aman Sharma
4	6421302421	Priya Dhingra
5	6521302421	Mehul Thareja
6	6621302421	Khushi
7	6721302421	Sanket Gulyani
8	6821302421	Riya Gupta
9	6921302421	Piyush Makhija
10	7021302421	Sakshi
11	7121302421	Akash Girotra
12	7221302421	Saurav Sharma
14	7321302421	Harsh Bisht
15	7421302421	Krish Dixit
16	7521302421	Aditi Samanta
17	7621302421	Tanisha Gupta
18	7721302421	Apaar Khandpur

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19	7821302421	Dhruv Mudgal
20	7921302421	Pratham
21	8121302421	Dev Sharma
22	8221302421	Ananya
23	8321302421	Anisha Yadav
24	8421302421	Keshav Aggarwal
25	8521302421	Pallavi Priyadarshni Panda


Faculty in Charge

Dr. Shaheen Bano,

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