

# Ensure Students Are Learning: Faculty Descriptions of Innovative Teaching Practices

## Connecting Students to Insider Information on Chosen Career Path

### Innovative Teaching Practice Description:

Field interviews provide students with an opportunity to collect first-hand information about a specific career. In this marketing class, each student must identify and schedule an interview with a professional in the community who holds a position in a field of interest. Students may choose people they know, as long as they are not family members. If a student does not know how to contact someone or is unable to identify an appropriate person, the instructor provides guidance or potentially introduces the student to people who can help. In general, students work to identify how the person obtained their position, what their job entails, their future aspirations, things they find most difficult and most satisfying about their work, and how many hours they work. The instructor provides some guiding questions, but students may tailor their interviews as needed. After the interview, each student submits a written report to the instructor and delivers a 10-minute presentation of their findings to the class. In their presentation, the student provides an overview of the professional they interviewed, shares why they chose that person, and discusses what they learned. This activity is designed to help students develop communication skills and practice their presentation skills while gathering useful career information.