

Activity Exemplar: Practice using the STAR method to answer interview questions

Here is a completed exemplar along with an explanation of how the exemplar fulfills the expectations for the activity.

Completed Exemplar

To review the exemplar for this course item, click the link below and select “Use Template.”



Link to exemplar: [STAR responses](#)

OR

If you don’t have a Google account, you can download the exemplar directly from the attachment below.



Activity Exemplar_ STAR responses
DOCX File



Assessment of Exemplar

Compare the exemplar to your completed STAR responses. Review your work using each of the criteria in the exemplar. What did you do well? Where can you improve? Use your answers to these questions to guide you as you continue to progress through the course.

Your STAR responses template should include:

- A description of three experiences that showcase your skills and align with skills listed in job descriptions for digital marketing or e-commerce roles
- Two interview questions to answer chosen from the **Common Behavioral Interview Questions for Marketers** list that would provide the opportunity to highlight your experiences
- A description of the following as it relates to each question:
 - 2–3 sentences describing a situation you experienced, providing enough detail to help the interviewer understand the context in which the situation took place
 - 1–2 sentences describing the task you were asked to do, how you were involved, or what you were responsible for in the situation
 - 2–4 sentences describing the action or actions you took to accomplish the task, including specific details that demonstrate your abilities and skills
 - 2–4 sentences discussing the result of the actions you took and the impact you had, including data, where applicable

Mark as completed

