
Marketing Interviews— Questions typically asked in Marketing Interviews

Typical marketing interviews last 30 – 45 minutes.

- Most firms interviewing on campus provide two interviews.
 - first round is a screening interview on interest, background, skills and fit
 - second-round interviews can be more in-depth and focused on specific industry knowledge and fit.
- Most marketing interviews are a combination of a personal introduction, resume review, behavioral questions, and possibly some mini-case or industry specific questions.
- Practice telling your story by walking through your resume:
 - Your resume should tell your story, explain why you made the choices that you made. Start with your strongest story (if at all possible). Have multiple stories for each competency.
 - Define your personal brand: Identify 3 core competencies you want to emphasize.
 - Highlight the accomplishments of which you are most proud.
 - Present your story in organized manner and ALWAYS use the STAR method in all behavioral questions. No matter where your story takes you, come back to the RESULT!!
- Highlight important skills and knowledge:
 - Your knowledge of marketing terminology and concepts (4 P's, 5 C's).
 - Be able to discuss the company's products, and those of the competition.
 - Demonstrate your financial acumen as it relates to marketing.

Marketing Case Interviews:

- Marketing recruiters may also ask **case questions** as part of the interviewing process in order to test your analytical and communication ability, to see how resourceful and creative you can be, to find out how you perform under pressure, and to test marketing thought process.
- Remember: Marketing case questions may be challenges in the interviewer's day job.
- Types of case questions include:
 - Market Sizing (What is the market for PCs likely to be 10 years from now?)
 - Brainteasers (Tell me different ways you could tell if the light is on in the inside of the refrigerator after it is closed?)
 - Business Operations (A bank discovers that its customer turnover is 15 percent higher than industry average. How do you find out why?)
 - Business Strategy (A cereal company is thinking about introducing a new natural cereal. How should it go about making its decision?)
 - Entering a Market (We're thinking about launching a jalapeno-infused soft drink. Tell me how you'd go about analyzing this opportunity and bringing the product to market.)

Opening/ Getting to Know You:

Tell me about yourself.

Walk me through your résumé.

Why this company

Why this industry? (American Airlines)

Are you willing to relocate following graduation? (Eli Lilly)

What are your long term goals?

Which direction do you see your career going CI vs. Brand? (General Mills)

What are your key strengths? (General Mills)

Describe to me an example from your recent job that highlights your strengths.

Behavioral – Fit:

What did you like and dislike about your previous job. (American Airlines)

Tell me about a time when you had to deal with ambiguity. (Dell)

Behavioral - Communicating Negative Experiences:

What is your biggest weakness? (Dell)

Tell me about a time when you faced a difficult situation.

Behavioral – Teamwork:

Tell me about a time you influenced a team. (Chevron)

Tell me about a time you had to come up with an innovative solution to solve an issue within a team. (Chevron)

How do you motivate a team? (Citigroup)

Tell me about a time when you had to motivate or influence your team members. (Coca-Cola)

Tell me about a time you were pressed to meet a deadline & had to work with a team to meet it. (J&J)

Tell about a time you took action without waiting for others to accomplish something. (Kimberly Clark)

Behavioral – Leadership & Influence:

Tell me a time you demonstrated those leadership skills. (Chevron)

Name 3 qualities of an effective leader. (JPM)

Give me an example of a time you showed initiative and tell why you did. (American Airlines)

Give me an example of a project you led. (Chevron)

Explain to me what project management is. (Dell)

When have you demonstrated an initiative and self-drive that is not rivaled by your peers? (Eli Lilly)

Give me an example of when you displayed strategic thinking? (General Mills)

Tell me about a time when you had to sell an idea to someone. (Kimberly Clark)

How do you motivate people to help you when they are not in your group?

Behavioral - Conflict:

Tell me about a situation when you disagreed with your manager. (Frito-Lay)

Tell me about a time you faced adversity. (Kimberly Clark)

Tell me about a time when you worked in a cross-functional team and dealt with pushback? (P&G)

Knowledge/ Competencies:

Tell me about the positives and negatives of the different distribution channels for selling airline tickets. (AA)

What are the current industry trends in our area? (Coca-Cola)

What are 3 important qualities of a brand manager? Why are these important?

What changes do you anticipate in the industry in the next 5-10 years? (Eli Lilly)

What product are you loyal to and why? (Frito-Lay)

Tell me about the market research have you done in the past. (General Mills)

Describe a good product with bad marketing. Describe a not so good product with great marketing. (Microsoft)

Case Questions:

- You are losing revenue year-over-year in the Dallas - LA market, what are the factors you would analyze to determine the cause? (American Airlines)
- How many barrels of gasoline are consumed each day in the US? (Chevron)
- Healthy Choice (our brand) is losing market share to Lean Cuisine. What should we do? (ConAgra)
- What is your favorite marketing campaign? Least Favorite Campaign? (ConAgra)
- If you were the manager of printers, would you want to go for a high growth strategy or a slow and steady growth strategy? What are the advantages and disadvantages of both? (Dell)
- If you were in the Workstation group, what would you do if HP and IBM recently entered the market and market share dropped from 64% to 62% during the same time? (Dell)
- It's the middle of summer in Texas and you just got 500 Christmas trees that you need to sell, how do you do it? (E&J Gallo)
- You are taking over the position of Brand Manager of Rold Gold. You have 30 minutes to ask the current Brand Manager questions...what do you ask? (Frito-Lay)
- There has been a trend in declining breakfast food and lunch sales yet dinner sales are still constant to rising. Why? (General Mills)
- Imagine it's the year 2015. Tell me what you think the most influential technologies have been over the last 10 years and why. (Microsoft)