Guide to the Marketing Interviews

Overview
Unlike other types of interviews, a marketing interview has no set sequence. Often, companies will begin the internship process with a brief (30-60 minute) screening interview, either on campus or via telephone or Skype. You should be prepared to give a detailed explanation of what you did at your previous jobs, how you executed your plans, and draw connections to relevant experiences. Being new to the industry, your communications skills, general self-confidence, and level of articulation will be under more scrutiny. Impress your employer by creating a portfolio with relevant writing samples, collateral materials, and research projects. Case interviews are not unusual in marketing; please see our case interviewing guide and programming resources for more detail on case interviewing.

Desirable Skills Sets
- Teamwork
- Creativity
- Communication Skills
- Presentation skills
- Analytical ability
- Forecasting skills

How to Prepare for the Interview
1. Learn about the company:
   - Target audiences, role in the industry, products, recent news coverage, revenues, and competitors
2. Brand yourself online:
   - By doing this, you provide another way for companies to find and learn about you.
3. Quantify your past success:
   - Sell your success by quantifying your contributions to the bottom line.
4. Line up your references:
   - On a separate piece of paper, have a list of references. Good examples would include someone you have worked with on a team and previous supervisors.
5. School resources:
   - Student Marketing Association, Marketing Symposium, networking with alumni

Questions for Marketing Interviews:
This list is not intended to be comprehensive, but should help you get your head in the game.

Product Marketing:
1. What procedure do you take for producing new marketing ideas?
2. How do you research for a target market?
3. Can you supply a successful presentation you made for a product? Can you give reasons as to why it succeeded?
4. What marketing project tools do you use for achieving product goals?
5. Can you give an example of a campaign that hasn’t worked as you had planned? Can you point out the reasons for that failure?

Market Sizing Case Questions:
1. How big is the market for police cars in Dubai, United Arab Emirates?
2. How many Rickshaws are there in Pakistan?
3. How many men’s facial products could be sold in the Philippines?
4. How many computers could Vietnamese public schools purchase per year?
5. How many freight trucks cross the border of Canada every day?

Questions to ask the employer
What do you think makes your company successful? What does it take for someone to be successful at your company?
Where would I be in five years if I came to your company?
What is the culture like at your firm?
What are the biggest business issues that you deal with on a daily business?
What else do you need to know about me?
What do you love/hate about marketing? Your product? Your company?
A question related to the product, such as “How do you think the fact that so many kids are making their own meals is affecting your cereal business?”

Follow-up
Within 24 hours, send the interviewer a thank-you email. Make sure it expresses your continued interest in the firm, your enthusiasm about the position, and your appreciation for their time. Don’t let the company forget your name, but make a follow-up call about a week after the interview. Let them know of your continued interest, and ask if there is any further information they need from you. If they are still deliberating on the job, ask for an estimated time frame and follow up. If they decided not to hire you, thank them for their time and consideration. If you received the job, thank them and be enthusiastic!

Typical Timeline
Recruiting timelines are highly dependent on job function and company. Some early deadlines will occur fall semester, whereas others are dependent on forecasting budgets (e.g. how many accounts an agency wins).