

MARKETING

PRACTICE INTERVIEW QUESTIONS

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The following is a list of typical questions that you might be asked during an employment interview for a marketing position. Read through the questions and prepare appropriate answers that reflect your experiences and knowledge. Be sure to include specific examples from "real life" experiences, including internship(s), in your answers. To gain further practice with interviewing, contact the University Career Center to schedule a mock interview.

1. Why are you interested in our organization? What do you know about our organization?
2. What was your first impression about our company?
3. Discuss examples of situations when you had to persuade a person of a different point of view to agree with you on an issue.
4. Market strategy is constantly changing, what steps have you taken in the last three months to keep up with of current trends?
5. Give me an example of when you made a presentation to an uninterested or hostile audience.
6. Describe a situation in which you developed a unique and resourceful solution to a difficult problem.
7. Give me an example of a high-pressure situation you have been under recently and how you handled it.
8. What are specific strengths and weaknesses of your verbal and written skills?
9. Why are you interested in marketing? How do you know you will excel at it?
10. Describe one or two of your most important personal accomplishments?