Interview Questions for Marketing

What is the difference between marketing to consumers and marketing to businesses?

Describe a product that you think is particularly well marketed and why. If you had to launch a competing product, what would be your marketing strategy?

Have you completed a marketing plan? How would you start?

Tell me about your experience in marketing research. How might our company use marketing research? Be specific.

What extracurricular activities have you undertaken that enabled you to practice marketing theories and skills?

Explain an example of poor marketing.

Brand management interviews may also have case interview questions. Ask your Career Counselor for help with this type of question.

Marketing at the C. T. Bauer College of Business

For more information about the Marketing Department, visit: www.bauer.uh.edu/departments/marketing/

For information about AMA at UH, visit: http://www.amauhmain.com/

Resources for Marketing Careers

LinkedIn.com Groups
Marketing & Communication
Network
Marketing Executives Group
Buzz Innovators
Advertising Professionals
Social Media Marketing

Organizations
American Marketing Association
Society for Marketing Professional Services
Business Marketing Association
American Academy of Advertising
Academy of Marketing Science
Marketing Research Association

Resources Interview Tips Research
Marketing is defined by the AMA as “the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.”

**SKILLS & ABILITIES**

| Ability to influence and persuade | Verbal/written communication skills |
| Management supervisory skills | Quantitative skills |
| Adaptability/flexibility | Leadership |
| Marketing skills | Teamwork |

**BASIC THEORY**

| Marketing Plan | Production Diffusion Curve |
| Market Segmentation | New Product Development Process |
| Marketing Mix or 4 P’s | Branding |
| Creating Utility | Positioning |
| Product Life Cycle | Conjoint Analysis |
| Market Share |

**POTENTIAL EMPLOYMENT AREAS**

| Account Representative | Specialist Recruiter |
| Advertising Executive | Product Analyst |
| Development Officer | Franchise Specialist |
| Direct Mail Specialist | Comparison Shopper |
| Brand Manager | Fund-raiser |
| Buyer | Research Analyst |
| Packaging | Market Representative |

**MARKETING**

The Chronicle of Higher Education recently ranked Bauer #9 among leading research universities for faculty scholarly productivity in marketing, and Bauer doctoral students have won the Howard Award for the best dissertation in the field of marketing twice in the past decade.

**ENTREPRENEURSHIP**

*Entrepreneur* and *The Princeton Review* rank Bauer’s undergraduate Entrepreneurship program #1 in the nation, and Bauer students have won more awards than any other school in national undergraduate business plan competitions in recent years.

**CAREERS IN MARKETING FOR MBAs**

**MARKET RESEARCH**

Market researchers are applied consumer behavioral scientists, combining quantitative data with their understanding of how markets work to better promote a product. Market researchers use tools such as statistical analysis packages, surveys, mystery shopping, focus groups and new product tests to help achieve success for a product.

**ADVERTISING & PUBLIC RELATIONS**

The core activity is to take a product and construct promotional campaigns that generate excitement about the product. On the PR side you will help to manage the perception of the products as a “strategic marketing communications consultant.”

**PRODUCT MANAGEMENT**

Product managers are responsible for the marketing and development of products. Jobs in product management are both strategic (product positioning, assessing the competition and thinking about the future) and tactical (developing appropriate promotional campaigns, talking to representatives about what customers want and doing the day-to-day sales tracking).

**RETAIL**

Retailing jobs are worth taking a good look at, especially for a service-oriented, entrepreneurial profession. Options include store management, buying, merchandising and central management.

**FORECASTING/PLANNING**

Industrial companies hire marketing professionals to manage the non-sales budget—buying limited advertising, marketing research, and buying industry data on demographics to complete a sales forecast, or a number of them, based on different scenarios.

**BRAND MANAGEMENT**

The aim of branding is to convey brand messages vividly, create customer loyalty, persuade the buyer, and establish emotional connectivity with the customer.

For more information on Marketing careers, check out Career Beam via Bauer Gateway at www.hirebauer.com.