

## 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/](http://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

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ROCKWELL CAREER CENTER

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CAREER  
INFORMATION  
ON  
MARKETING

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	Interpersonal skills
Management supervisory skills	Decision-making skills	Quantitative skills
Adaptability/flexibility	Planning	Leadership
Marketing skills	Energetic	Teamwork
	Problem solving	

### 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	Import/Export Manager
Advertising Executive	Product Analyst	Sales Agent
Development Officer	Franchise Specialist	Retail Manager
Direct Mail Specialist	Comparison Shopper	Sales Manager
Brand Manager	Fund-raiser	Property Manager
Buyer	Research Analyst	Merchandising
Packaging	Market Representative	Public Relations

### HOW BAUER RANKS 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](http://www.hirebauer.com).