



InterviewPenguin.com

Your Best Job Interview Coach Since 2011

Marketing Interview Questions – Ready to ace your interview?

- What makes you a good marketer/marketing manager/applicant for a marketing position?
- Why do you think that our company is successful on the market?
- This is our client (the interviewers will show you a product portfolio, or a website). Which marketing channels will you suggest we use to promote their products?
- Have you ever heard about Guerrilla marketing?
- What marketing channels are the most effective for [name of the field] business?
- How would you describe our position on the local market?
- Can you define the marketing mix?
- Do you have any hobby? Try to sell me your hobby.
- Tell me the difference of direct and indirect marketing.
- Try to sell me your mobile phone.
- If you should pick one marketing technique or strategy that you consider ineffective, which technique would you pick?
- Do you know what a SWOT analysis is?
- What marketing phase do you consider the most important one, if we speak about bringing a new product to the market?
- What is the difference between market research and market survey?
- What are the main differences of product and service marketing? Which one of them do you consider more difficult?
- Why is demography important in marketing?
- What is the target audience for our services?

Source and answers to the questions: <https://interviewpenguin.com/marketing-interview-questions/>