Sample General Marketing Interview Questions

1. Tell me about yourself?
2. Why did you leave your last job or internship?
3. Why marketing?
4. How do you generate your marketing plans?
5. What social media platforms are you familiar with?
   a. And how do you utilize them to enhance your marketing brand?
6. Tell me a time where you did not meet a deadline.
7. How and when do you evaluate your marketing campaigns?
8. What do you consider the 5 most important aspects of a successful marketing campaign?
9. Describe a time you created and managed a successful marketing campaign?
10. Describe a marketing strategy that failed?
11. What are your top 3 favorite current marketing campaigns?
12. Describe a time when you had to make a difficult decision about a marketing strategy?
13. What programs are you familiar with, with regards to email marketing?
14. Do you subscribe to a particular marketing belief or methodology?
15. Why do you want to work for our marketing company?
16. Are you familiar with our target market strategy?
17. What would you do to enhance this strategy?
18. What do you believe are the biggest issues that might affect our business?
19. How would you market our products if our company had a limited budget?
20. Why should we hire you?