



PrepMyCareer.com

We help you in every aspect of your job search and career planning.

Top 21 Marketing Interview Questions

- 1. Tell us about yourself?**
- 2. Why did you choose marketing as your specialization?**
- 3. What is the goal of Marketing?**
- 4. What do you understand by traditional marketing?**
- 5. What according to you is Digital Marketing?**
- 6. As a Marketer, who do you sell your products to?**
- 7. How would you reach your target audience?**
- 8. Explain your strategy for selling a product in short?**
- 9. As a Marketing Manager, Describe your leadership style.**
- 10. How would you measure a marketing campaign's success?**
- 11. How do you react when the marketing campaigns or projects fail and you spent weeks creating that campaign? What actions do you take?**
- 12. Do you have any experience in working in this field?**
- 13. Are you familiar with our company?**
- 14. What makes a business stand out?**
- 15. What do you mean by USP?**
- 16. What do you want to learn about marketing in your time with us?**
- 17. If presented with a new product, how would you sell it?**
- 18. What is your expertise- Business to Business or Business to Customer?**
- 19. Name 4Cs of Marketing.**
- 20. What benefits will we get, if we take our business online?**
- 21. What marketing strategies, according to you, work well for expanding businesses at all levels?**

Source and more details: <https://prepmycareer.com/marketing-interview-questions-answers/>