Marketing Planner Interview Questions

1. In your experience, what is the key to developing a good team? (Look for how they build mutual trust, respect, and cooperation.)
2. Provide an example of a time when you successfully organized a diverse group of people to accomplish a task.
3. Share an experience you had in dealing with a difficult person and how you handled the situation.
4. Share an experience in which you successfully shared a difficult piece of information. (Make sure that the candidate has open lines of communication.)
5. Tell me how you organize, plan, and prioritize your work.
6. What are some long-range objectives that you developed in your last job? What did you do to achieve them?
7. Share an experience when you applied new technology or information in your job. How did it help your company?
8. Give me an example of when you thought outside of the box. How did it help your employer?
9. Tell me about an experience in which you analyzed information and evaluated results to choose the best solution to a problem.
10. Share an example of a time you had to gather information from multiple sources. How did you determine which information was relevant?
11. Describe a time when you successfully persuaded another person to change his/her way of thinking or behavior.
12. Provide an example when you were able to prevent a problem because you foresaw the reaction of another person.
13. What have you found to be the best way to monitor the performance of your work and/or the work of

others? Share a time when you had to take corrective action.
14. Name a time when you identified strengths and weaknesses of alternative solutions to problems. What was the impact?
15. Please share an experience in which you presented to a group. What was the situation and how did it go?
16. Provide an example of a time when you were able to demonstrate excellent listening skills. What was the situation and outcome?
17. Provide an example of when you set expectations and monitored the performance of subordinates. What guidance and direction did you find most effective?
18. Would you consider analyzing data or information a strength? How so?
19. Name a time when your advice to management led to an improvement in your company or otherwise helped your employer.
20. Share an experience in which your ability to consider the costs or benefits of a potential action helped you choose the most appropriate action.
21. Please share with me an example of how you helped coach or mentor someone. What improvements did you see in the person's knowledge or skills?
22. Share an experience in which your understanding of a current or upcoming problem helped your company to respond to the problem.
23. What is the most challenging part of budgeting for you?
24. Tell me about a time when your ability to analyze needs and product requirements helped you create an effective design or make an informed decision to benefit your company.
25. Share an experience in which you successfully coordinated with others. How about a coordination effort that was not as successful?

26. Share an example of when you went above and beyond the "call of duty". (Look for answers that show the candidate is dependable.)
27. Tell me about the last time you oversaw the work of someone else. How did you effectively motivate, develop, and direct the worker(s)?
28. Share an experience in which your attention to detail and thoroughness had an impact on your last company.
29. How do you balance cooperation with others and independent thinking? Share an example. (Try to determine if the candidate has a cooperative attitude or is otherwise good-natured.)
30. Provide an example when your ethics were tested.
31. Share an effective approach to working with a large amount of information/data. How has your approach affected your company?
32. Provide a time when you were able to identify a complex problem, evaluate the options, and implement a solution. How did the solution benefit your employer?
33. Describe an experience in which your ability to work well with others and reconcile differences helped your company or employer. (Make sure the candidate knows how to negotiate.)
34. Share an experience in which your willingness to lead or offer an opinion helped your company.
35. Provide an experience when you formulated, directed, and/or coordinated marketing activities and policies to promote products and services. How did you successfully work with advertising and promotion managers?
36. What is the key to success when communicating with the public.
37. Share a time when you willingly took on additional responsibilities or challenges. How did you successfully meet all of the demands of these responsibilities? (Make sure the candidate is a self-starter and can demonstrate some initiative.)

38. Provide an example of when you were persistent in the face of obstacles.
39. Provide an experience that demonstrates your ability to manage time effectively. What were the challenges and results?
40. Provide a time when you worked in a rapidly evolving workplace. How did you deal with the change? (Make sure the candidate is flexible.)
41. Share an example of when you established and accomplished a goal that was personally challenging. What helped you succeed?
42. Tell me about a time when you developed your own way of doing things or were self-motivated to finish an important task.
43. Provide a time when you dealt calmly and effectively with a high-stress situation.
44. Name a time when your creativity or alternative thinking solved a problem in your workplace.
45. How would you rate your writing skills? (Ask for an example that demonstrates great writing skills.)
46. Name a time when your patience was tested. How did you keep your emotions in check?
47. Name a time when you developed or enhanced your company's marketing startegy?
48. Tell me about the last experience you had in which you hired, trained, and evaluated a marketing or sales staff. What made you a successful director?
49. Share an experience in which personal connections to coworkers or others helped you to be successful in your work. (Make sure candidate works well with others.)
50. Have you been involved in the financial aspects of product development? (Examples would include analyzing budgets, expenditures, R&D appropriations, and return-on-investment and profit-loss projections.)

51. Have you been involved in determining the price of your product(s)? What was your involvement?
52. Please share an experience in which you successfully taught a difficult principle or concept. How were you able to be successful?
53. Provide an experience in which you were sensitive to somone's needs or feelings. How did your helpfulness affect your work environment?
54. Have you worked with product development personnel to determine product specifications such as design, color, and packaging? What was the result?
55. Have you negotiated contracts with vendors and/or distributors to manage product distribution? How involved have you been in developing distribution strategies?
56. Describe methods you have found effective when conducting market research studies?
57. Provide an experience in which your ability to actively find ways to help people improved your company or your own work ethic.
58. Provide an example of a promotional activity or trade show that you coordinated or participated in. What was your role?
59. Have you made use of any sales forecasting or strategic planning? How did it help you or the company?
60. Describe an experience in which you identified the educational needs of your students and successfully developed a way to teach/train them.
61. Share an experience in which you used new training skills, ideas, or a method to adapt to a new situation or improve an ongoing one. (Look for the candidate's ability to learn.)
62. Tell me about your last experience recruiting, interviewing, or hiring an employee. What techniques did you find most effective in finding the right person for the job?

63. Tell me about the last time you monitored or reviewed information and detected a problem. How did you respond?
64. Tell me about the last time you selected products or accessories to display at a show. What made you choose certain products?
65. Have you conducted surveys to identify potential markets for products and services? If so, what was the result?
66. Have you interviewed or otherwise consulted with potential customers to determine the types of products or services expected to be in demand? If so, what was the result?
67. In your experience, what is the key to ensuring your company was compliant with all laws, regulations and standards that were applicable to your area of responsibility?
68. Tell me about the last time you recommended modifications to products, packaging, production processes, etc. to improve the environmental soundness or sustainability of a product.
69. Share an experience in which you successfully integrated environmental information into your marketing. What factors led to your success?
70. Describe an experience in which consulting with buying personnel helped you make an informed decision regarding environmentally sound or sustainable products.
71. Have you ever worked with legal staff to resolve problems, such as copyright infringement and royalty sharing with outside producers and distributors? What was the result?