General Interview Questions: IMC

Overview

On occasion, employers do not utilize an interview protocol (e.g., behavioral interviewing) and instead opt for more general questions to ascertain your abilities and fit with the organization. The questions that could be asked are endless, but a sampling of possibilities has been provided for you here.

Sample of General Interview Questions

- Talk me through a program you would create to market x brand (e.g., Kraft Singles) to x consumer (e.g., Men 18-34).
  - Include the challenge, your objective to overcome the challenge, your strategy to meet the objective, and the channels you would select.
  - Include why for all of the steps.
- What brand are you loyal to and what would you do to take it to the next level?
- What experiences, professional or educational, have best prepared you for this position?
- Provide detail about a project that required analytical abilities and systems (SPSS, Access).
- What social media monitoring and analytic tools have you used in the past and how have you used them?
- How would you handle a client requesting a $1MM program to go live in 3 days when it typically requires a 5 day turnaround?
- What is the most powerful consumer insight you have uncovered and how did you use it?
- What companies or brands best practice IMC and what sets them apart?
- What trends do you see most affecting marketing communications in the next three years?
- Tell me about a time you had to pitch and sell an idea to a cross-functional team.
- Describe three (3) of your strengths and three (3) of your weaknesses.
- Describe how you handle deadlines, stress, and competing deadlines.
- What type of management style do you think is effective?
- Why do you want to work for our company?
- What tools do you utilize for understanding consumers?
- What differentiates you from other prospects?
- What’s your most successful marketing success to date?
- How do you define IMC?
• What’s your first step in marketing communications strategy development process?
• What are the key ingredients for successful marketing communications?
• What’s the value of quantitative data versus qualitative information? Which is most critical to success?
• What’s the value of Big Data and how do you use it?
• How do you evaluate integrated marketing communications success?
• Do you function best as an individual or in a team?
• With which elements of integrated marketing communications are you most skilled? Least comfortable?
• How do you stay current with what’s happening in the marketplace?
• What investments in your own brand do you make on an ongoing basis?
• What’s the value of a current customer versus a new prospect?
• How do you begin each workday? How do you end your workday?
• Tell me about yourself.
  o Reference elevator speech document for further direction
  o Ask the interviewer, if needed, for more specificity to focus your answer: about your career journey, about why you are transitioning to this field/occupation/position.

Note: Be mindful of questions that are illegal (e.g., age, marital status) for interviewers to ask. You can find more information here.