

Marketing Intern Interview Questions and Answers PDF | Xobin [Downloaded]

We at Xobin reached out to over 60+ hiring teams to curate the best interview questions. We didn't stop there.

We went ahead to understand what type of answers differentiated top candidates from the rest. Here is what we've got you.

Role specific skills to look for: Paid ads, Marketing tools.

Soft skills to look for: Creativity, communication skills, planning.

Pro Tip : Always screen before you interview. Use [Online Assessment to screen applicants for a marketing intern position](#) before blocking your time for an in-person interview.

Compilation of Marketing Intern Interview Questions

Role specific questions to ask a marketing intern



Can you please tell us the difference between marketing and sales?

Purpose of this question: The question allows you to determine the knowledge of the candidate.

What to listen for in candidate response: Listen for the specific terms that explain the difference between the two.



What are the marketing software and tools that you're familiar with?

Purpose of this question: The question is designed to understand the level of knowledge of the candidate regarding marketing.

What to listen for in candidate response: Listen for the specific tools and the software that the candidate mentions.



What do you understand about SEO and its importance?

Purpose of this question: The question points towards the level of understanding of the candidate.

What to listen for in candidate response: Candidate should briefly explain what SEO is and its importance.



What according to you are the most essential skills required in marketing?

Purpose of this question: The question points towards the knowledge of the candidate regarding the industry they are about to enter.

What to listen for in candidate response: Listen to the specific skills that the candidate mentions and focus on their reasons.



How do you think your course has prepared you for a marketing role?

Purpose of this question: Since, it is an intern role, chances are that the candidate is a student and this question helps in getting to know why the candidate wants to pursue

a career in marketing.

What to listen for in candidate response: Candidates should talk about their personal experiences and why do they thing that their studies compliment their career choices,



How do you stay up to date with the latest marketing trends?

Purpose of this question: The question helps in understanding if the candidate is actually interested in the field by seeing if they keep up to date with the latest marketing trends.

What to listen for in candidate response: Top candidates will know about the latest trends of the industry and will explain their personal process of staying up to date with the marketing trends.



Explain the role of social media in modern day marketing.

Purpose of this question: Since, social media is an integral and inseparable part of marketing in today's world, it is important to understand if the candidate has some basic knowledge regarding that.

What to listen for in candidate response: Candidate should explain how they feel about the use of social media in marketing.



What according to you are some personality traits that sets you apart from the other candidates?

Purpose of this question: This question is designed to see if the candidate is self aware or not.

What to listen for in candidate response: Listen for the candidate's answer and look for cues which show that they actually possess the traits that they're mentioning.



Do you have any experience with the formula function in excel that is used to analyze data?

Purpose of this question: The question helps in understanding if the candidate has a basic skill level to be able to work at your company.

What to listen for in candidate response: Listen for the candidate's answer and ask them a cross question according to their answer.



Can you tell us the difference between inbound and outbound marketing.

Purpose of this question: The question helps in determining the level of knowledge of the candidate.

What to listen for in candidate response: Listen for specific terms that explain the difference between the two.

Situational Interview Question



Do you have any experience with marketing? Why does it interest you?

Purpose of this question: The question helps in getting a deeper insight about the candidate.

What to listen for in candidate response: Candidate should talk about their experience if they have any otherwise they can just tell how they got their interest developed in marketing.



Email marketing is a big role of a digital marketing intern. It requires excellent writing skills. Tell us about a time when you wrote something you were really happy about.

Purpose of this question: The question is designed to determine the written communication skills of the candidate.

What to listen for in candidate response: Candidate should give some evidence as to how efficient they are in written communication.



As a marketing intern, you will be required to talk with a lot of people on the phone. If you were to talk to a potential client on the phone right now, what would you do?

Purpose of this question: The question helps in understanding how the candidate will respond in such a situation so as to judge the ability of the candidate as a marketing intern.

What to listen for in candidate response: Top candidates will remain calm while answering and explain their response.



What would you do if your immediate supervisor asks you to do some unethical work?

Purpose of this question: The question is designed to determine the ethical decision making of the candidate.

What to listen for in candidate response: Candidates should usually respond with an ethical answer in such a situation, however, you need to make sure that they aren't lying through cross questioning.



Tell us about a time in your life when you had to face a lot of challenges and how did you overcome that?

Purpose of this question: The question is designed to understand how the candidate reacts to challenges in their life.

What to listen for in candidate response: Listen to the candidate's experience carefully and look for cues which show whether their story is true or not.



What do you think should be our preferred medium of marketing according to our target audience?

Purpose of this question: The question helps in assessing the analytical skills of the candidate.

What to listen for in candidate response: Top candidates will have done their homework and tell you what they think should be your preferred medium of marketing and why.



Imagine you have to pitch a marketing campaign for our product right now, what would you do?

Purpose of this question: The question is designed to test the communication skills of the candidate.

What to listen for in candidate response: In such questions, the most important thing to expect from top candidates is their confidence and communication skills. They might not know how to pitch a product, but you need to pay attention to their communication skills and confidence while giving the pitch.



Marketing is not actually that fun as it seems and requires a lot of repetitive tasks. How would you manage to do that?

Purpose of this question: The question is designed to confirm if the candidate is actually interested in the job role or not.

What to listen for in candidate response: Listen carefully to the response of the candidate and pay attention to their body language while answering that.



Since the work requires your dedication, how would you organize and prioritize your work?

Purpose of this question: The question is designed to determine the organizational skills of the candidate.

What to listen for in candidate response: The candidate should provide some examples from their personal life which shows how good they are at organizing.

Start Optimizing your Marketing Intern Hiring today

Find and hire talent with confidence. If your candidate doesn't know the answer to the above questions and you're hiring for a marketing specific position, then they're obviously not a great fit.

To understand what type of answers and responses set apart the good candidates from the great candidates, Download the complete PDF.

Prepared and Curated by Xobin Team

