

ADVERTISING

PRACTICE INTERVIEW QUESTIONS

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The following is a list of typical questions that you might be asked during an employment interview for an advertising position. Read through the questions and prepare appropriate answers that reflect your experiences and knowledge. Be sure to include specific examples from "real life" experiences, including internship(s), in your answers. To gain further practice with interviewing, contact the University Career Center to schedule a mock interview.

1. Tell me the steps you would take if given an advertising campaign to manage?
2. On a scale of 1 to 10, with 10 being best: how would you rate your creative skills? How would your former co-workers or classmates rate you?
3. Please describe any experience you have working within a budget to achieve advertising objectives?
4. Managing a client's account can be very demanding. Give an example of when you successfully worked with a demanding/difficult customer?
5. Please describe any professional relationships you have with media professionals. How do you cultivate those critical connections?
6. Please describe your experience conducting research for a targeted advertising campaign?
7. How do you keep up with advertising and copywriting trends?
8. Do you have experience in web advertising as part of a comprehensive advertising campaign? How did you measure which advertising medium was providing the results?
9. Give an example of when you persuaded someone else?
10. How do you feel your education has prepared you for a career in Advertising?