

IDEAS + VISION + CREATIVITY +
PLANNING + DESIGN + PRODUCT +
QUALITY + PRICE + STRATEGY +
PLANNING + DISTRIBUTION +
BRANDING + TEAMWORK + CRM +
INNOVATION + FINANCE + PR +
CUSTOMER + PROMOTION + SALE
ADVERTISING + INTERNET + VIRAL +
PROMOTION + SOCIAL MEDIA

+

MARKETING



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OVERVIEW

- The main purpose of this document is to give you some advice on how to face a marketing interview
- This document contains some frameworks and topics that you may be asked during an interview in the domain of Marketing
- It is advisable to go through some of the latest examples of companies and their actions which have created a great impact in the field of marketing

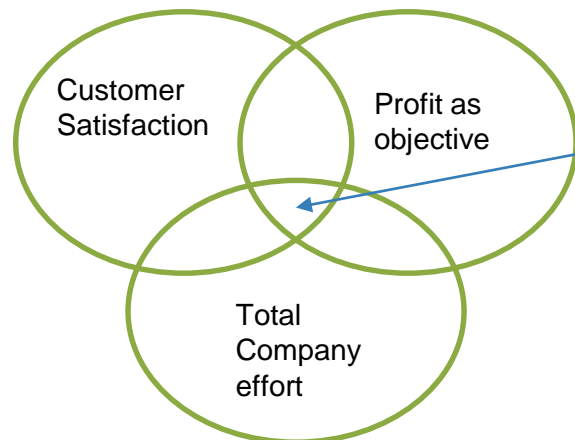
Skills Tested

- Creativity
- Team Work
- Strategic Thinking
- Analytical Thinking
- Basic understanding of marketing concepts
- Ability to market a product
- Communicating ideas in less time



What Marketing Is?

- There is no specific definition of marketing. Multiple authors have given multiple definitions. You can have yours too! But remember to communicate it well
- According to American Marketing Association, Marketing is the activity, set of institutions, and processes for creating, communicating, delivering , and exchanging offerings that have value for customers, clients, partners, and society at large



THE AIM OF MARKETING
is to know and understand
THE CUSTOMER
so well the product or service
fits him and sells itself.
- Peter Drucker

Marketing vs Selling

Marketing is not the art of selling products. In fact, the aim of marketing is to understand the consumer so well that the product is able to fulfill his needs and able to sell itself.

EXAMPLES	
SELLING CONCEPT	MARKETING CONCEPT
<ul style="list-style-type: none">○ Converting product into cash.○ Emphasis of sale of the product already used.○ Fragmented approach to selling.○ Buyer beware principle followed.○ Cost determine price.	<ul style="list-style-type: none">○ Converting customers need into product.○ Emphasis on product planning and development.○ Integrated approach to marketing.○ Seller beware principal followed.○ Customer determine price , price determine cost.
SELLING ORIENTED COMPANIES	MARKETING ORIENTED COMPANIES
<ul style="list-style-type: none">○ Insurance, encyclopedia.○ Online shopping.○ Door-to- Door selling.	<ul style="list-style-type: none">○ Dell computers- provides platforms on which each persons customizes the features he desires.○ Automobiles industries.○ Designer clothes.

MARKETING STRATEGY

- Marketing strategy planning means finding attractive opportunities and developing profitable marketing strategies
- **A marketing strategy** specifies a target market and a related marketing mix. This is a big picture of what a firm will do in a market



Marketing Mix

Product

- Physical good
- Service
- Features
- Benefits
- Quality level
- Accessories
- Installation
- Instructions
- Warranty
- Product lines
- Packaging
- Branding

Price

- Types of pricing
- Discounts
- Flexibility
- Allowances
- Geographic conditions

Place

- Objectives
- Channel type
- Market Exposure
- Kinds of intermediaries
- Location of Stores
- Transporting and Storing
- Managing channels

Promotion

- Promotion blend
- Salespeople
- Advertising Targets
- Publicity
- Sales
- Promotion

SEGMENTATION, TARGETING AND POSITIONING



Segmentation

Market segmentation is a two step process of

1. Naming broad product markets
2. Segmenting these broad product markets in order to select target markets and develop suitable marketing mixes

Targeting

1. Determine who are the heavy consumers of the product? It would be beneficial to launch a new product aimed at the product's heavy users
2. The target should be Growing, Sizeable, Profitable, Measurable, Distinguishable and Scalable
3. Choose your target consumer group.

Contd...

Positioning

1. Choose the one benefit that you intend to deliver to your target consumers. Ensure that your company can deliver this benefit in the new product
2. Assess whether your company has the core competencies to deliver the consumer benefit you've chosen in your positioning (i.e. can you make a product that delivers superior taste to all others?) If not, can you partner with another company to achieve that positioning?

SAMPLE QUESTIONS

- What are the different roles in Marketing? Which among those interest you the most?
- Mention your favorite advertisement. Explain what makes it special
- Conduct a SWOT Analysis on a particular product/company
- Sell a particular object?
- Explain the role of ethics in marketing
- Importance of marketing in today's competitive world
- Mention the brands that you hate and love. Also mention the reason for the same.
- How important is it for Indian Institutes (IIT IIM etc..) to market themselves globally?
- How would you connect your graduation background with a prospective career in Marketing?

OTHER TOPICS

- B2B and B2C Marketing
- Marketing in Politics (AAP, BJP)
- SWOT, PESTLE Analysis
- Cannes Lions Awards in advertisement
- Digital Marketing
- Innovative Marketing Strategies (examples)
- Famous Brand Wars (Pepsi vs. Coke, Mercedes vs. Jaguar etc...)

Good Luck!

