MKT 353

Personal Interview Questions

1. Please tell me about your organization.
2. What is your greatest challenge as an organization?
3. What do you think is your organization’s greatest opportunity?
4. Who are your current customers? How do you currently market to those customers?
5. What customer or market segments would you like to reach in the future (other than your current customers)?
   1. What plans, if any, do you have for reaching these customers?
6. Do you anticipate that more people will be willing and able to buy your product in the next year or less people? In other words, is your market growing or shrinking?
   1. To what do you attribute this change in your market?
7. Who are your strongest competitors?
8. What does your organization do better than your competitors (i.e. what are your points of differentiation)?
9. How do customers currently view your organization?
   1. Do you agree with their perception? Why or why not?
10. What are your objectives for your marketing program?
    1. How well do you think you are accomplishing those objectives?
11. What is your current marketing budget (you can answer in terms of a monetary range)?
12. What have been your most successful marketing strategies?
13. What have been your least successful marketing strategies?
14. Do you think that your budget will grow or shrink in the coming year?
    1. By how much?
15. What other information do you think I should know in order to develop a successful marketing communications plan for your organization?