



MAHARAJA AGRASEN INSTITUTE OF TECHNOLOGY

Department of Management

REPORT ON

Job - Readiness

A Series of Session

29th January, 2025



MAHARAJA AGRASEN INSTITUTE OF TECHNOLOGY

Plot No. 1, Rohini, Plot No. 1, CH. Bham Singh Nambardar Marg, Sector 22, PGP Area, Delhi



DEPARTMENT OF MANAGEMENT(MBA)

A series of session on

“JOB READINESS ”

Venue: Room No. 751

Specialisation	Date & Time	Faculty Coordinators & Resource Person
Finance	27th January, 11:30 am onwards	Prof. Ravi Gupta Dr. Neeru Gupta Dr. Ritu Gupta
Marketing	29th January, 11:30 am onwards	Dr. Nitin Walia Dr. Anju Bharti Dr. Anoop Kumar Gupta Dr. Rajiv Jain Dr. Sukhvinder Singh
HR	30th January, 11:30 am onwards	Dr. Nishant Gaur Mr. Rajat Malik

Dr. Sangeeta Rawal
HOD MBA, (Department of Management)

Event Coordinator
Dr. Nisha Aggarwal
TPO(Department of Management)

Date: 29th January,2025

Venue: Room no. 751, Block 7, Maharaja Agrasen Institute of Technology

Organized by: Placement Club: Job Junction, Department of Management, MAIT

Faculty Coordinators: Dr. Nitin Walia, Dr. Anju Bharti, Dr. Anoop Kumar Gupta, Dr. Rajiv Jain, Dr. Sukhwinder Singh

Students Participation: MBA 4th Semester (2023-25)

INTRODUCTION

Marketing job interviews can be competitive, and MBA students need to be well-prepared to stand out. Here are key suggestions which were provided to MBA students of 4th Semester batch 2023-25, to enhance their interview performance and secure a job in marketing:

To prepare for a marketing interview, start by understanding the basics of marketing. Revise core concepts like the 4Ps (Product, Price, Place, Promotion), STP (Segmentation, Targeting, Positioning), and branding strategies. Stay informed about digital marketing trends, consumer behavior, and marketing analytics. Additionally, research the company and its industry by studying its products, services, target market, recent campaigns, and competitors to understand its market positioning.

Next, focus on highlighting your skills effectively. Prepare for common interview questions such as “Why do you want to work in marketing?” and “Describe a time you handled a difficult customer or market challenge.” Be ready to discuss case studies or solve marketing-related problems using data-driven insights. Demonstrating creativity is also essential—share innovative marketing campaign ideas and highlight instances where you applied creative problem-solving skills.

Finally, practice mock interviews with peers or mentors and craft a strong 30-60 second elevator pitch that emphasizes why you’re a great fit for the role. Stay updated with the latest marketing trends by following industry news, blogs, and podcasts, especially on AI in marketing and social media strategies. During the interview, ask thoughtful questions about the company’s marketing challenges, culture, and growth opportunities. For example, you could inquire, “How does your team measure the success of a marketing campaign?” to show genuine interest and engagement.

CONCLUSION

Preparing for a marketing job interview requires a combination of knowledge, strategy, and confidence. MBA students should focus on mastering core marketing concepts, researching the company and industry, and practicing structured responses to common interview questions. Showcasing analytical thinking, creativity, and problem-solving skills will help candidates stand out.

Moreover, staying updated with industry trends, refining personal branding, and engaging in mock interviews can significantly boost confidence and performance. Ultimately, success in a marketing interview is not just about answering questions correctly but also about demonstrating enthusiasm, strategic thinking, and a passion for the field.

With thorough preparation, a proactive approach, and a strong understanding of marketing principles, MBA students can position themselves as valuable assets to potential employers and secure their desired roles in the industry.

SNAPSHOTS OF THE EVENT

