



HR Marketing From Job Advertising to Employer Branding

Julia Wimmers

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Research paper from the year 2009 in the subject Business economics - Personnel and Organisation, grade: 1.0, Munich University of Applied Sciences, course: Human Resource Management, language: English, abstract: The most popular measures in the field of HR Marketing like Job and Image Advertising, HR Consultants, Corporate Culture, Applicant Relationship Management and Employer Branding in particular are evaluated with the four criteria costs, company size, target function and target group. The evaluation with four different parameters results from the fact, that each company has to find out which measures fit best to support the fulfilment of its individual HR targets. As there exists no common HR Marketing strategy which serves all kinds of companies.



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