

Information sheet for the course

University: <i>Alexander Dubček University of Trenčín</i>	
Faculty: <i>Faculty of Social and Economic Relations</i>	
Course unit code: KMaREZ/ PM/21z2dB/22	Course unit title: <i>Personnel marketing</i>
<p>Type, scope and method of learning activities: <i>Weekly number of teaching hours in the form of lectures, seminars: full-time form 2/0;</i> <i>Teaching method: face to face / combined</i></p> <p><i>Weekly number of teaching hours in the form of lectures, seminars: part-time form 2/0;</i> <i>Teaching method: face to face / combined</i></p>	
Number of credits: 3	
Recommended semester/trimester of study: <i>4th semester in the full-time form of study and 4th semester in the part-time form of study within the Human Resources and Personnel Management study program</i>	
Degree of study: <i>II. (Master)</i>	
Course prerequisites:	
<p>Assessment methods: <i>A student may receive a maximum of 100 points in total, including 80 points for the preliminary assessment and 20 points for the final assessment.</i> <i>The preliminary assessment consists of:</i> <i>- interim test - verification of theoretical knowledge - 10 points.</i> <i>- semester work - 35 points.</i> <i>- Consultation - guidance in the preparation of the term paper of the selected student - 35 points.</i> <i>The final assessment consists of:</i> <i>- presentation of the term paper and the extent of the consulting activity carried out - 20 points.</i> Assessment: <i>A from 100-93 points; B from 92-85 points; C from 84-76 points; D from 75-68 points; E from 67-60 points, Fx less than 60 points.</i></p>	
<p>Learning outcomes: <i>The student will gain knowledge of the concept and process of offering, selling, or filling jobs using the application of marketing tools to recruit labour from internal and external labour market environment and co-creating the necessary conditions for their retention in the company.</i> Theoretical knowledge: <i>- Analyse the conditions and contexts influencing the patterns of development of the human resources concept in the conditions of current trends on the labour market.</i> <i>- Apply specific methods and approaches of human resources management in organisations. To apply the methods and approaches of human resources management corresponding to these conditions and contexts.</i> Practical skills: <i>- Ensure sufficient, accurate and up-to-date information about employees, jobs, HR activities, labour market situation.</i> <i>- Recruit and select potential candidates capable of filling vacancies in the organisation, generate interest and, on the basis of the information obtained in the selection process, recognise the individual qualities of the candidates determining their suitability for the organisation.</i> Competences: <i>- Independence. Graduates demonstrate a high degree of autonomy in analysing and solving</i></p>	

specific problems and projects, in planning and organising work, recruiting and selecting employees, approaching the development and implementation of the organisation's training policy and controlling human resources.

- Innovativeness/creativity. Graduates have a creative and imaginative approach to work. They are able to follow, critically sort and independently implement the latest knowledge into practice. They have the ability to flexibly react to unexpected situations and use their improvisational skills, adaptability and flexibility in thinking. They are able to identify and develop high-potential individuals who create significant value for the organisation.

Course contents:

- 1. Theoretical background and current concepts of personnel marketing.*
- 2. Object of personnel marketing.*
- 3. Subjects of personnel marketing.*
- 4. Objectives of personnel marketing in the organization.*
- 5. Tasks and functions of personnel marketing in the organization.*
- 6. Creation of the concept of personnel marketing in the organization.*
- 7. Empirical methods in personnel marketing.*
- 8. The workplace as a tool of personnel marketing.*
- 9. Job price as a tool of personnel marketing.*
- 10. Place - presentation of the job opportunity and the organization.*
- 11. Communication as a tool of personnel marketing.*
- 12. Extended marketing mix in personnel marketing.*

Recommended and required reading:

- Kotler, Ph. - Kartajaya, H. - Setiawan, I.: Marketing 5.0: Technology for Humanity. Wiley, 2021. ISBN: 1119668514*
- Allen, R. B.: Personal Branding and Marketing Yourself: The Three PS Marketing Technique as a Guide to Career Empowerment. Balian Publishing, 2014. ISBN: 978-0991505104*
- Carson, M.: Introduction To Personal Branding: Ten Steps Toward A New Professional You. CreateSpace Independent Publishing Platform, 2016. ISBN: 978-1540794727*
- Szarková, M. A kol.: Personálny marketing a personálny manažment: (vybrané problémy). Bratislava: Ekonóm, 2010. ISBN: 9788022530491*

Language: Slovak/English

Remarks:

The course is a compulsory elective. Instruction will be provided according to capacity and student interest.

Full-time study:

- Lectures and seminars 24+0 = 24 hours*
- Preparation for lectures and seminars = 24 hours*
- Preparation for mid-term test = 7 hours*
- Preparation of the seminar paper, including the student's consultation of another student's work = 20 hours*

Total: 75 hours

Student contact workload: 24 hours,

non-contact: 51 hours

External study:

- Lectures and seminars 10+0 = 10 hours*
- Preparation for lectures and seminars = 38 hours*
- Preparation for midterm test = 7 hours*
- Preparation of a seminar paper, including student's consultation of another student's paper = 20 hours*

Total: 75 hours

Student contact workload: 10 hours,

non-contact: 65 hours

*Note: (3*25 = 75, 1 credit represents 25-30 hours of student work)*

Evaluation history:

Total number of evaluated students:

A	B	C	D	E	FX

Lecturers:

Doc. PhDr. Zoltán Rózsa, PhD.

Last modification:

Approved by: Doc. PhDr. Zoltán Rózsa, PhD.