

Course		Employer Branding	
Course Number	7533		
Exam Number	7533		
Course Frequency	Summer Semester		
Duration	1 Semester		
Contact Hours per Week	2		
Teaching and Learning Forms	1 SWS Seminar 1 SWS Project Work / Case Studies		
ECTS Credit Points	2,5		
Workload	62,5 hours - Attendance time in courses: 28 hours - Self-study: 34,5 hours		
Language	English		
Course Responsibility	Prof. Dr. Jens Cordes		
Prerequisites for Participation	Basics Human Resource Management and Marketing		
Content	HR- Marketing Demographic Change Employer Brand Employer Branding Process Employer Branding Instruments		
Target Competencies	<p>The students understand the relevance of employer brands and the employer branding process. They are able to plan an employer branding process and to communicate the employer brand effectively.</p> <p>This course thus imparts competencies at level 1 of the Qualifications Framework for German Higher Education Qualifications (HQF) at Bachelor level. This applies in particular to the following areas:</p> <ul style="list-style-type: none"> - Knowledge and understanding - Use, application and creation of knowledge - Communication and cooperation 		
Examination and Course Achievement	The primary forms of examination are the term paper and presentation.		

Course	Employer Branding
Basic Literature	Kanning, Uwe Peter (2017), Personalmarketing, Employer-branding und Mitarbeiterbindung, Springer Mosley, Richard / Schmidt, Lars (2017), Employer Branding for Dummies, Universum