HRMT 624 - Recruiting and Retailing Talent (25%)
Individual Written Assignment

Please read the guidelines thoroughly else it will cost you grades.

Due: Week 4 – Saturday 11:59 pm (PST)

The starting point of any recruitment is Employer Branding. This research assignment will examine the concepts of employer branding, what it is and why it is important.

The research essay paper must thoroughly answer the following:

1. An explanation of employer branding and employee value proposition (EVP) and why it is important in recruitment and retention.
2. An examination of the attributes associated with employer branding. Identify the attributes most associated with employer branding. A minimum of 10 attributes must be identified.
3. For each of the 10 attributes, explain how it is used to promote the employer brand.
4. Of the 10 attributes identified in point 2, rank them in order of importance from the perspective of a candidate. For the attributes that the paper ranks as 1st, 2nd, and 3rd, provide an explanation as to why a candidate feels these attributes are the top three.
5. Select a company of your choice and use the 10 attributes selected in point 1. For the selected company, explain how the company demonstrates each of the 10 attributes for employer branding. Diagrams, tables, and charts are encouraged to support your answer.
6. For the selected company in point 5, what three recommendations would you make to improve their employer brand through changes to its attributes. How will your three recommendations improve the connection between the employer brand and candidate perception?

Support:
1. If you have any questions or need support, please contact the Instructor during class or office hours.
2. Turnitin is setup to allow you to test the similarity of your paper. You may submit only Once to Turnitin by the due date.

Requirements:
1. This must be written as a research essay paper. Use APA 7th edition format. This is an individual assignment.
2. Must have an introduction and a conclusion. Ensure the introduction has all the key points for a strong introduction. Please review this link for an example of a strong introduction. https://edubirdie.com/blog/research-paper-introduction#:~:text=%20Writing%20an%20Introduction%20to%20a%20Research%20Paper,is

3. Must have a conclusion. Ensure the conclusion follows this best practice. https://essay- lib.com/write-conclusion-research-paper/
4. No abstract or Table of Contents required.
5. The paper will be marked on the rubrics shown below. Ensure your paper follows the rubrics.
6. The paper should **not exceed 3500 words** (not including the title page or reference page). There is no minimum word count. The key is whether the paper thoroughly answers the questions above. Precise and concise writing is recommended.
7. Turnitin score of less than 20% is required. Turnitin does not count quoted material, title page, or reference page.
8. (Updated): A minimum of 3 academic references via the UCW library and 4 non-academic references (minimum total 7). Sites such as Panmore, UKEsssay, Scribble, Coursehero, Chegg, and Wikipedia will not be allowed. Use of other students' paper from any other institution as a reference will not be accepted. Links must be provided for all digitally accessed documents. The links and reference information must access the page being referenced otherwise it will not count as a site used.
9. A well written paper is one where the paper teaches the reader about the topic. Do not assume that the reader understands your topic or will fill in the blanks of information.
10. Submit through Turnitin. You have only <u>One</u> opportunity to submit it to Turnitin. It must be within the acceptable Similarity and Artificial Intelligence % ranges as laid out the UCW Academic Integrity Policy.

Suggested Marking Rubric (Instructor May Amend)

Topics	Comments	Max. Grade
Subject Matter (80%)	**Subject Matter (80%)**	
• Key elements of assignments are covered • Content is comprehensive, accurate, persuasive • Displays an understanding of relevant theory • Major points supported by specific references • Research is adequate/timely and citations are academically valid.		80
Organization (10%)	**Organization (10%)**	
• The **introduction** provides a sufficient background on the topic and previews major points • Central theme/purpose is immediately clear • Structure is clear, logical, and easy to follow with proper headings • Subsequent sections develop/support the central theme • The **conclusion** follow logically from the body of the paper		10
Style/Mechanics (10%)	**Style/Mechanics (10%)**	
APA (2%) • Title page is present and properly formatted – separate page • Reference page is present and properly formatted – separate page • Citations/reference page follow APA guidelines		2
Grammar/Punctuation/Spelling (2%) • Grammar • Spelling • Punctuation		2
Readability/Style (6%) • Sentences are complete, clear, and concise • Sentences are well-constructed with consistently strong, varied structure • Transitions between sentences/paragraphs/sections help maintain the flow of thought • Words used are precise and unambiguous • The tone is appropriate to the audience, content, and assignment		6
Grade on 100	**Subtotal**	**100**
	Penalties	