

# Die Möglichkeiten Des Hochschulmarketings Zur Rekrutierung Von Praktikanten Und Nachwuchsführungskräften - Julia Wimmers

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In vielen Großunternehmen ist die Suche nach geeignetem Führungsnachwuchstalent nicht mehr eine Verwaltungsangelegenheit sondern wird als systematisches Personalmanagement betrieben.

Folglich resultiert die Forderung nach verstärkter Kontaktaufnahme und Kommunikation mit Hochschulen aus der Tatsache, dass hochqualifizierte Absolventen aber auch schon Studierende der Managementnachwuchs der Zukunft sind. Das Zauberwort Hochschulmarketing auch College oder Campus Recruitment genannt, ist der umfassende Begriff der alle Maßnahmen und

Vorgehensweisen beinhaltet, die dazu beitragen ein Unternehmen bei zukünftigen Mitarbeitern und Mitarbeiterinnen bekannt zu machen. Hochschulmarketing wird als Teil des Personalmarketings sowie der Personalwerbung angesehen und ergänzt zudem die Wege der externen Personalbeschaffung.

Erfolgreiches Hochschulmarketing bedeutet also aufgrund der richtigen Auswahl an Marketinginstrumenten und Aktionen einen Bewerber-Pool von Praktikanten bzw.

Nachwuchsführungskräften ausgewählter Hochschulen aufzubauen. Author: Wimmers, Julia

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