

# **BLENDED INTENSIVE PROGRAMME**

Are you interested in  
Human Resource Management?

You are welcome to join us!

Discover the power of

**HR Marketing**

## **ONLINE**

- 6 online meetings
- discussions
- international cooperation
- team work

## **FACE-TO-FACE**

- one week in and around České Budějovice
- trips and excursions
- fostering cooperation
- friendship

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### **BIP?**

A Blended Intensive Programme (BIP) is a short, intensive mobility programme for higher education students or staff that uses innovative ways of learning and teaching, including the use of online cooperation.

A BIP is funded by the European Union through its Erasmus+ mobility programme. Participants from at least three higher education institutions coming from at least three EU member states or third countries associated to the programme have to be part of a BIP.

### **VŠTE?**

Vysoká škola technická a ekonomická v Českých Budějovicích or VŠTE is a higher education institution based in České Budějovice, in the Czech Republic.

It focuses on offering full-time and part-time studies within professional bachelor's and master's degree programmes. It differs from many other higher education institutions in the Czech Republic as it is primarily aimed at applicability of knowledge rather than just theory.

### **HR Marketing?**

HR marketing, also known as employer branding or talent branding, is a strategy that organizations use to attract, engage, and retain top talent. It involves applying marketing principles to the field of human resources to create a positive and appealing image of the company as an employer. The goal of HR marketing is to make the company stand out in the job market, effectively communicate its values, culture, and opportunities to potential employees, and ultimately build a strong and desirable employer brand.

## **PROGRAMME – Unlocking the Power of HR Marketing**

### **ONLINE**

- **Unlocking HR Marketing: The Key to Success**
  - 29/02/2024
  - kick-off-meeting
- **Compelling Job Advertisements**
  - 07/03/2024
  - Defining the target groups, creating a job advertisement – assignment of individual tasks
- **Job Advertisements in Europe: Experiences and Guidance**
  - 21/03/2024
  - Discrimination in job advertisements, specifics of participating countries
- **Employee Value Proposition as the HR Specialist's Hidden Treasure**
  - 11/04/2024
  - Employee Value Proposition, Recruitment video
- **Recruitment Websites and Videos: Sharing Experiences and Ideas**
  - 03/05/2024
  - ethical dimensions of HR marketing + HR marketing and social media
- **Final Session**
  - 10/05/2024
  - Reflecting, Reviewing, and Revitalizing

### **FACE-TO-FACE in České Budějovice**

#### **HR Marketing in Practice**

- 15. – 19./04/2024
- Learning from the Best: A Visit to an HR Award-Winning Company
- City tour
- Visit to Budvar – excursion to famous Budvar Brewery
- Trip to Český Krumlov (medieval town under UNESCO)
- Trip to Hluboká nad Vltavou (famous chateau near České Budějovice)
- Discussions and team work
- Networking activities

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