



## STAGE 3 PROJECT

MAY 2004

## ON-LINE RECRUITMENT

### Introduction

Online recruitment is now firmly recognised as a strategically important medium to fill vacancies, both by recruitment agencies and, more recently, by employers. The use of electronic recruitment (e-recruitment) is also expanding by industry sector. Originally largely limited to IT, graduate and senior management roles, the internet is now utilised at every level, across all industry sectors.

There has been a dramatic increase in the number of jobsites available, with 'Monster' and 'Jobserve' proving to be popular choices. The many jobsites available are expanding their range of services and are no longer involved in just jobfinding. They also provide job-related information, such as information on recruiters and on an industry. In addition, some also offer career-associated information, such as training/careers advice and employment news.

It is estimated that on average, over the whole of 2002, around 6.2 million adults in the UK visited jobsites, of which 670,000 found jobs through the internet. It is expected that by 2007, 10.3 million adults in the UK will be using jobsites and all major companies will be using the internet to advertise their jobs.<sup>1</sup>

<sup>1</sup> [www.researchandmarkets.com](http://www.researchandmarkets.com)

### The Project

- Present an overview of the on-line recruitment market in Ireland, highlighting the major players and the main market segments existing. **(15%)**
- Advise on a promotional strategy that can be used to promote on-line recruitment jobsites in the Irish market. Please consider all elements of a promotional strategy and the many promotional options available, not just advertising. **(25%)**
- Comment on the difficulties associated with 'selling' a job on-line. Who are the customers in the on-line recruitment business? Discuss the importance of customer care in this market. **(25%)**
- Discuss the diversity existing within Europe with respect to the acceptability and growth of on-line recruitment. **(20%)**

P.T.O.

- Reference fully the theory you are studying and integrate it with the practical situation outlined in the above scenario. **(15%)**

**Additional Briefing Notes**

- A word count **MUST** be included as part of your Contents Page.
- Candidates should **NOT** submit their projects in individual page plastic covers.

**NOVEMBER 2003**

**STATEMENT**  
**STAGE 3 PROJECT**  
**MAY 2004**

I hereby certify that:

- I have read the rules.
- This project is my own work prepared as part of my marketing examination.
- I have fully acknowledged all my sources.
- I have not made this project available to another student.

**Signature** \_\_\_\_\_ **Date** \_\_\_\_\_

# PLEASE READ THESE RULES CAREFULLY

1. This project is an exercise in investigative study. Because it is not being prepared under examination conditions, style and presentation will be taken into account as well as content.
2. The project must be typed on A4 paper. It should be presented in a folder or loose binder. Your name, student registration number and your project title must appear on the title page. The pages should be numbered and there should be a Table of Contents.
3. A one-page abstract forms part of the completed project. This abstract should be a brief description of the **objective** to be achieved by the project, the **methods** used and the **conclusions** reached.
4. We would envisage that you would not be able to do justice to the topic in less than 5,000 words. On the other hand you should not exceed 7,000 words.
5. You must acknowledge all your sources; not to do so is **plagiarism**. Acknowledgement involves naming your source (report, textbook, website) in brackets at the relevant point in the text, and appending a bibliography at the end of your text. This should be in alphabetical order and should include the author's name, the title, the publisher and the city and date of publication. Web references should be as detailed as possible, not just the home page. The quality of your bibliography is an important element in the overall assessment of your project.
6. This project will be assessed and marked like the other subjects in **Stage 3**. You will not have passed **Stage 3** until you have passed the project.
7. The project is due by **FEBRUARY 10, 2004**. As time management is a major feature of the discipline of report writing, projects submitted after the due date will not be accepted. ***Students should, therefore, start work on the project immediately as excuses relating to mishaps (poor health, computer failure, typing) in the final week will not be accepted.***
8. A two-part project form is enclosed with this notice. Please complete **BOTH** parts and staple on the outside of front cover. One part of the form will be returned to you as acknowledgement of receipt.
9. Since the project is treated as an examination subject, The Marketing Institute staff **cannot** assist you with the interpretation of the brief or sources of information.
10. The same sanction applies to copying and to plagiarism: all subjects in the sitting are deemed to have been failed and the candidate may not register as a student with the Institute thereafter. **Please sign the statement overleaf and incorporate it into your project after the bibliography.**