

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 why it is important in recruitment.
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?

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%20important.%206%20State%20your%20hypothesis.%20More%20>
3. Must have a conclusion. Ensure the conclusion follows this best practice.
<https://essaylib.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 3000 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 3 academic references via the UCW library and 4 non-academic references (minimum total 7). Sites such as Panmore, UKEssay, Scribble, Coursehero, Chegg, and Wikipedia will not be allowed. Use of other student's 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.

Topics	Comments	Max. Grade
Subject Matter (50%)	Subject Matter (50%)	
<ul style="list-style-type: none"> • • 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. 		50
Organization (20%)	Organization (20%)	
<ul style="list-style-type: none"> • 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 		20
Style/Mechanics (30%)	Style/Mechanics (30%)	
APA (10%)		10
<ul style="list-style-type: none"> • Title page is present and properly formatted – separate page • Reference page is present and properly formatted – separate page • Citations/reference page follow APA guidelines <p>Properly cites ideas from</p> <ul style="list-style-type: none"> • • otherGrammar/Punctuation/Spelling (10%) sources • <p>Grammar Spelling Punctuation</p>		10

<p style="text-align: center;">Readability/Style (10%)</p> <ul style="list-style-type: none"> •• 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 		10
Grade on 100	Subtotal	100
	Penalties	