

3-MONTH ONLINE COURSE

HR Marketing: From Fundamentals to Job-Ready

A comprehensive 12-week online program designed for early professionals, graduate students, and career switchers who want to master the intersection of Human Resources and Marketing — building a future-proof skill set aligned with today's hiring landscape.

Program Snapshot

- Duration: 12 Weeks / 3 Months
- Format: Online (Recorded + Live Mentoring)
- Level: Beginner to Job-Ready

Who Is This For?

- Early professionals (0–4 years experience)
- Graduate students in HR, Marketing, or Business
- Career transitioners entering the HR Marketing domain

WHY THIS COURSE MATTERS

HR Marketing Is the Future of Talent Strategy

The lines between HR and Marketing are blurring fast. Organizations that treat talent acquisition as a marketing function outperform competitors in hiring speed, quality of hire, and employer brand equity. This course equips you with the skills to operate at that critical intersection.



Growing Demand

Employer branding and recruitment marketing roles have grown by over 60% in the last five years. Companies are investing heavily in talent marketing capabilities.



Skill Gap in the Market

Most HR professionals lack marketing skills — and most marketers don't understand HR. Professionals who bridge this gap command premium salaries and career opportunities.

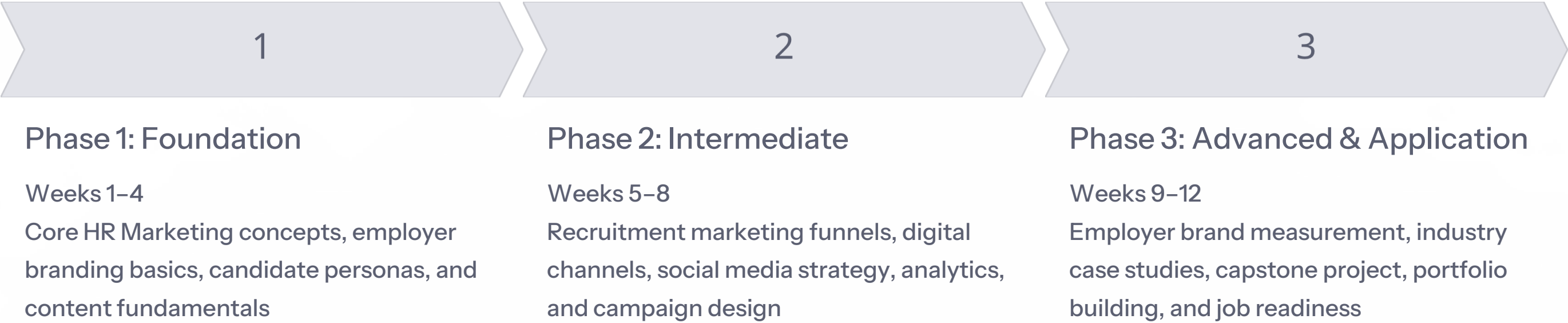


Practical & Immediate ROI

Every concept in this course is tied to real tools, workflows, and outcomes — so you can apply what you learn on Day 1 of your job and demonstrate value fast.

12-Week Program Structure at a Glance

The course is structured in three progressive phases — each building on the previous one — moving learners from foundational understanding to hands-on application and job readiness.





Each week includes a **recorded concept session** (weekends) + a **live 1:1 or small-group mentoring session** for doubt-clearing, case discussions, and feedback.

PHASE 1 • WEEKS 1–4

Foundation Phase: Building the Core

The first four weeks establish the intellectual foundation of HR Marketing — what it is, how it evolved, and how it functions in real organizations. Learners develop their first practical artifacts: a candidate persona and a basic employer brand message.

1

Week 1: Introduction to HR Marketing

- What is HR Marketing? Definition and scope
- Evolution from traditional HR to talent marketing
- HR Marketing vs. Recruitment Marketing vs. Employer Branding
- The business case: Why it matters to leadership
- Key stakeholders and cross-functional alignment
- Overview of the HR Marketing ecosystem and tools

2

Week 2: Understanding Your Talent Audience

- Defining candidate personas and talent segments
- Active vs. passive candidates: behavior and mindset
- Employee Value Proposition (EVP): concept and construction
- Competitive talent landscape analysis
- Research tools: LinkedIn Talent Insights, Glassdoor, Indeed
- Exercise: Build your first candidate persona

3

Week 3: Employer Branding Fundamentals

- What is employer branding and why it's strategic
- Internal vs. external employer brand
- Brand audit: assessing your current employer image
- Crafting an authentic employer brand narrative
- Visual identity and tone of voice for HR
- Assignment: Draft an EVP statement for a real or fictional company

4

Week 4: Content Marketing for HR

- Content strategy basics applied to talent attraction
- Types of HR content: blog, video, testimonials, life-at-org posts
- Storytelling frameworks for employer brand content
- Content calendar design for HR teams
- Tools: Canva, Buffer, Hootsuite, Loom
- Mini Project: Create a 4-week employer brand content calendar

PHASE 2 · WEEKS 5–8

Intermediate Phase: Channels, Campaigns & Analytics

Weeks 5 through 8 shift from strategy to execution. Learners design recruitment marketing campaigns, master digital channels, and begin reading data to optimize performance — core competencies for any HR Marketing professional.

1

Week 5: Recruitment Marketing Funnels

- The recruitment funnel: Awareness → Interest → Apply → Hire
- Mapping candidate journeys across touchpoints
- Top-of-funnel vs. bottom-of-funnel tactics
- Aligning marketing spend with funnel stages
- Introduction to CRM for recruitment (Beamery, Phenom)
- Exercise: Map a candidate journey for a specific role

2

Week 6: Digital Channels for Talent Attraction

- LinkedIn strategy: organic vs. paid talent campaigns
- Job boards: Indeed, Naukri, Glassdoor — best practices
- Social media recruiting: Instagram, Twitter/X, YouTube
- Career site optimization: UX, SEO, and conversion
- Email marketing for talent pipelines
- Assignment: Audit a company's career page and suggest improvements

3

Week 7: Paid Advertising & Programmatic Recruiting

- Introduction to paid job advertising (PPC, display)
- Google Ads for HR: targeting job seekers
- Programmatic recruiting platforms: Appcast, Joveo, PandoLogic
- Budget allocation and bidding strategies
- A/B testing job ads: headlines, CTAs, formats
- Mini Project: Design a paid campaign brief for a tech hiring need

4

Week 8: HR Marketing Analytics & Measurement

- Key HR Marketing metrics: CPH, CPA, time-to-fill, source quality
- Building a recruitment marketing dashboard
- Tools: Google Analytics, LinkedIn Campaign Manager, ATS reports
- Understanding attribution in multi-channel campaigns
- Translating data into actionable insights for leadership
- Assignment: Analyze a mock campaign dataset and present findings

Advanced & Application Phase: Strategy Meets Execution

The final four weeks bring everything together. Learners tackle advanced strategy topics, work through real industry scenarios, and complete a capstone project that becomes the centerpiece of their professional portfolio.

1

Week 9: Diversity, Equity & Inclusion in HR Marketing

- Why DEI is a marketing imperative, not just an HR goal
- Inclusive job description writing and language audit tools
- Diverse sourcing channels and strategies
- Communicating DEI commitments authentically
- Tools: Textio, Gender Decoder, Greenhouse DEI features
- Exercise: Rewrite a biased job description using Textio

2

Week 10: Technology & Automation in HR Marketing

- HR Tech stack overview: ATS, CRM, HRIS integration
- AI-powered sourcing and screening tools
- Chatbots and conversational recruiting
- Marketing automation for talent pipelines (HubSpot, Marketo)
- Ethical considerations in AI-driven hiring
- Assignment: Propose a tech stack for a 200-person company's TA team

3

Week 11: Employer Brand Measurement & Reputation Management

- Measuring employer brand equity: awareness, perception, advocacy
- Employee Net Promoter Score (eNPS) methodology
- Managing online reputation: Glassdoor, Ambitionbox, LinkedIn
- Crisis communication for employer brand incidents
- Building an always-on brand monitoring system
- Mini Project: Build an employer brand health scorecard

4

Week 12: Capstone Project & Career Readiness

- Capstone: End-to-end HR Marketing strategy presentation
- Portfolio building: documenting your learning artifacts
- Interview prep: HR Marketing-specific questions and answers
- LinkedIn profile optimization for HR Marketing roles
- Networking strategies in the HR Tech and TA community
- Final Demo: Present capstone to peers and mentor panel

How Infosys Rebuilt Its Employer Brand for Gen Z Talent

The Business Problem

Infosys faced declining application quality from top engineering colleges. Gen Z candidates perceived the brand as "old-school IT," reducing offer acceptance rates by 18% over two years.

The HR Marketing Response

The TA team launched a multi-channel employer brand campaign targeting campus audiences — authentic video content, employee testimonials on Instagram and YouTube, and a revamped careers microsite with a modern UX.

Tools & Technologies Used

- LinkedIn Campaign Manager for sponsored content
- Canva and Adobe Premiere for visual content creation
- Phenom People CRM for campus pipeline management
- Google Analytics for career site traffic analysis

Measurable Business Impact

- 35% increase in campus application quality scores
- Offer acceptance rate improved from 62% to 79%
- Career page bounce rate reduced by 40%

Role of Early Professionals

Junior TA specialists managed the content calendar, drafted social posts, and tracked campaign metrics — gaining hands-on experience in all three pillars of HR Marketing.

How Swiggy Used Programmatic Recruiting to Scale Delivery Hiring

The Business Problem

Swiggy needed to hire 10,000+ delivery partners across 50 Indian cities in under 90 days during a rapid expansion. Traditional job board posting was too slow, expensive, and produced inconsistent quality across regions.

The HR Marketing Response

The TA team deployed a programmatic advertising strategy — using Appcast and Google Performance Max campaigns to serve hyper-targeted job ads based on geography, device, and browsing behavior. WhatsApp chatbots handled first-level screening at scale.

Tools & Technologies Used

- Appcast for programmatic job ad distribution
- Google Performance Max for multi-channel reach
- WhatsApp Business API for conversational screening
- Internal ATS (Darwinbox) for pipeline tracking

Measurable Business Impact

- Hired 11,200 delivery partners in 78 days (ahead of schedule)
- Cost-per-application reduced by 52% vs. prior campaigns
- Application completion rate improved by 3x via WhatsApp vs. web forms
- Quality-of-hire scores (30-day retention) improved by 22%

Role of Early Professionals

Early-career team members owned city-level campaign monitoring, daily budget pacing, A/B testing of ad creatives, and weekly performance reporting to leadership. This project became a flagship portfolio item for several junior professionals on the team.

- 📌 This case is taught in Week 7 of the course — making it directly applicable to the programmatic recruiting module.

INDUSTRY EXAMPLE 3

How Deloitte Built an Always-On Employer Brand Engine

The Business Problem

Deloitte India was losing top consulting talent to product companies (Google, Amazon, Flipkart) that offered stronger "innovation" narratives. Candidate perception surveys showed Deloitte was seen as "corporate and rigid," especially among MBA graduates.

The HR Marketing Response

HR Marketing launched a year-long "Life at Deloitte" content campaign — weekly LinkedIn posts featuring real employee journeys, a monthly podcast series, and a revamped Glassdoor response strategy. The campaign was tied to a formal eNPS program to track internal brand sentiment.

Tools & Technologies Used

- LinkedIn Elevate (employee advocacy platform)
- Glassdoor Employer Center for reputation management
- Buzzsprout for podcast hosting and analytics
- SurveyMonkey for quarterly eNPS tracking
- Hootsuite for content scheduling and performance analytics

Measurable Business Impact

- Glassdoor rating improved from 3.6 to 4.2 over 18 months
- MBA campus offer acceptance rate rose by 14 percentage points
- LinkedIn follower growth: 40% year-over-year
- Employee advocacy posts reached 5x organic reach vs. brand posts

Role of Early Professionals

Junior HR Marketing associates led the employee story identification process, managed the content calendar, and owned the Glassdoor response workflow — developing a full suite of employer brand skills in under 12 months.

The HR Marketing Technology Toolkit

Knowing the right tools is as important as knowing the concepts. This course familiarizes you with the most widely used platforms across every function of HR Marketing — from content creation to programmatic advertising to analytics.

Content & Creative

- Canva (graphics & templates)
- Adobe Premiere / CapCut (video)
- Loom (async video messaging)
- Grammarly / ChatGPT (copywriting)

Distribution & Advertising

- LinkedIn Campaign Manager
- Google Ads (Performance Max)
- Appcast / Joveo (programmatic)
- Indeed / Naukri / Glassdoor

Analytics & Reporting

- Google Analytics 4
- LinkedIn Talent Insights
- Tableau / Power BI (dashboards)
- ATS-native reporting (Greenhouse, Darwinbox)

Automation & CRM

- Beamery / Phenom (Talent CRM)
- HubSpot (marketing automation)
- WhatsApp Business API (chatbot)
- Textio (inclusive language AI)

Your Skill Progression: Beginner to Job-Ready

This course is intentionally designed as a skill ladder. Each phase upgrades your capabilities — moving from understanding concepts to designing campaigns to leading strategy. Here's what you'll be able to do at each stage.



CAREER ALIGNMENT

Job Roles This Course Prepares You For

HR Marketing sits at the intersection of talent acquisition and marketing — giving you a career path that's versatile, growing, and well-compensated. Here are the key roles you'll be qualified to pursue after completing this program.



Recruitment Marketing Specialist

Design and execute campaigns to attract talent at scale. Manage job advertising budgets, career pages, and pipeline metrics. Entry-level to mid-level role with strong demand in tech, BFSI, and e-commerce.



Employer Brand Associate / Manager

Build and protect the company's reputation as an employer. Manage content, social media, Glassdoor reviews, and employee advocacy programs. Often sits within the TA or Corporate Communications team.



Talent Acquisition Specialist

A modernized TA role where marketing skills are becoming essential. Uses CRM tools, data analytics, and digital sourcing to build proactive talent pipelines rather than reactive job filling.

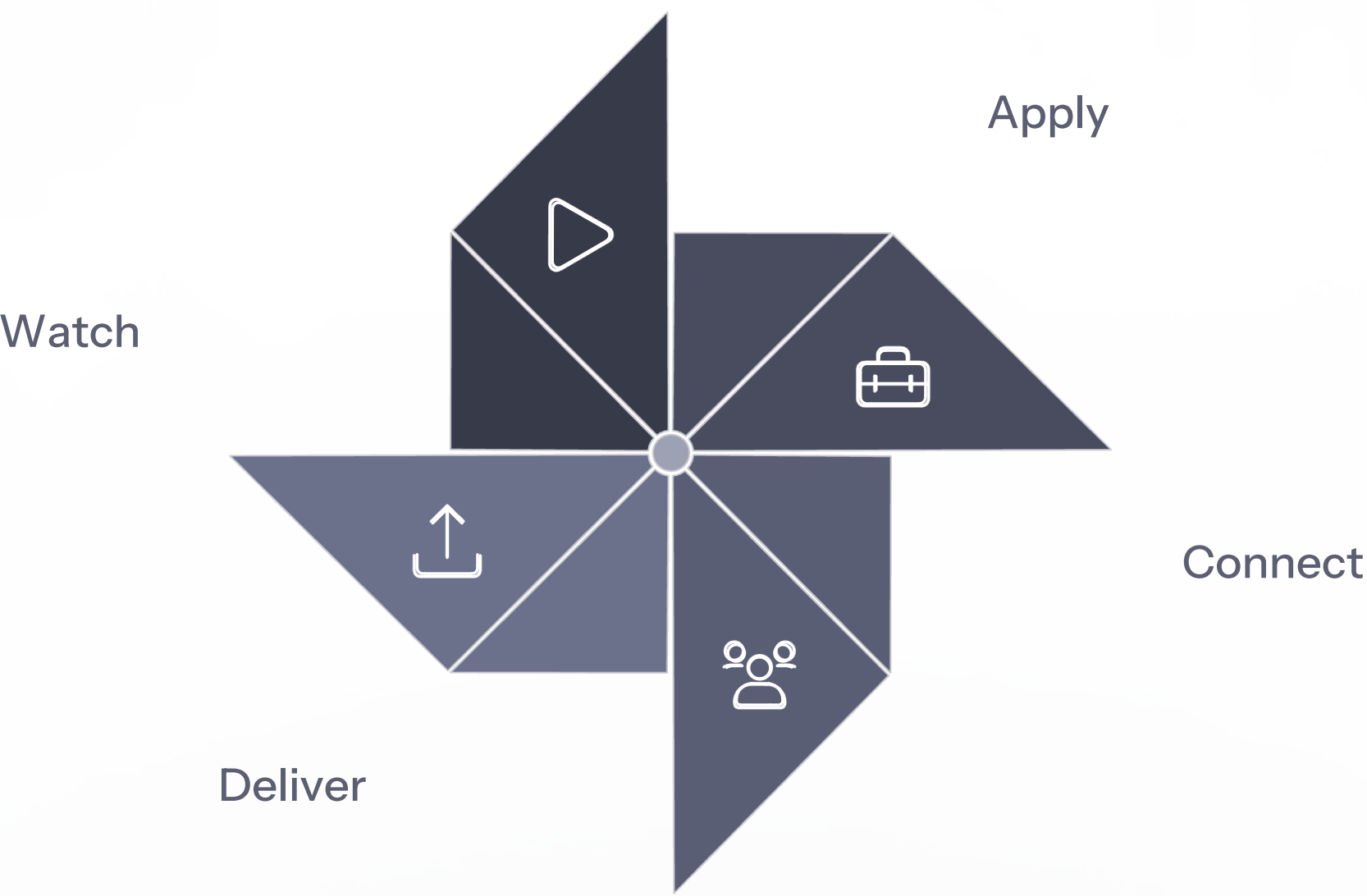


HR Tech & People Analytics Analyst

Manages the data and technology layer of HR Marketing — ATS reporting, campaign analytics, programmatic optimization, and dashboard design. Ideal for learners with an analytical or tech background.

How Each Week Is Structured

Consistency in learning design reduces cognitive load and helps learners know exactly what to expect each week. Every module follows the same rhythm — making it easy to build habits and track progress.



This four-part cycle ensures that concepts are never left abstract — every week ends with a tangible deliverable that builds toward the final capstone portfolio.

ASSIGNMENTS & PROJECTS

Learning by Doing: Assignments & Mini Projects

Theory alone doesn't build careers. Every module includes a practical assignment designed to simulate real work — giving you artifacts you can reference, discuss, and showcase to future employers.

Week	Assignment / Mini Project	Skills Demonstrated	Output Format
Week 2	Build a candidate persona for a target role	Research, audience segmentation	1-page persona doc
Week 3	Draft an EVP statement for a real or fictional company	Brand strategy, copywriting	Written narrative + tagline
Week 4	Design a 4-week employer brand content calendar	Content planning, scheduling	Spreadsheet / Notion board
Week 6	Audit a company’s career page and propose improvements	UX analysis, SEO basics	Slide deck or PDF report
Week 7	Design a paid campaign brief for a tech hiring need	Campaign planning, budgeting	Campaign brief document
Week 8	Analyze a mock campaign dataset and present findings	Data analysis, storytelling	Dashboard + 5-min presentation
Week 9	Rewrite a biased job description using Textio principles	Inclusive language, DEI	Before/after JD document
Week 10	Propose an HR Tech stack for a 200-person TA team	Tech evaluation, business case	Slide deck + cost estimate
Week 11	Build an employer brand health scorecard	Brand measurement, reporting	Dashboard / scorecard template
Week 12	Capstone: End-to-end HR Marketing strategy	All course competencies	Full presentation (15–20 min)

KEY TAKEAWAYS

What You'll Walk Away With

This program is built to deliver tangible, career-altering outcomes — not just theoretical knowledge. Here's a summary of everything you gain by the time you complete Week 12.



Deep Domain Knowledge

A strong command of HR Marketing fundamentals, from employer branding and EVP to programmatic recruiting and analytics — spanning 70%+ core concepts.



Hands-On Tool Proficiency

Practical experience with 15+ industry tools including LinkedIn Campaign Manager, Textio, Phenom, Google Analytics, Canva, and programmatic platforms like Appcast.



A Job-Ready Portfolio

10 completed assignments and a capstone project — real, tangible work products that demonstrate your skills to recruiters and hiring managers far better than a resume alone.



A Clear Career Roadmap

You'll know exactly which roles to target, how to position yourself, and what to do in the 90 days post-completion to land your first HR Marketing role with confidence.

"HR Marketing is one of the fastest-growing specializations in the people function. The professionals who can blend talent strategy with marketing execution are the ones shaping the future of how companies attract, engage, and hire."