

## **ABSTRACT**

The diploma thesis „Personnel Marketing at Higher Education Institutions“ deals, in its theoretical part, with the description of personnel marketing, its definition and meaning. The first chapter of the theoretical part describes its division into external and internal personnel marketing. The second chapter focuses on the selected activities of external personnel marketing at higher education institutions, building a school image and using social networks to recruit new workers. The third chapter describes selected activities of internal personnel marketing, namely internal communication, organizational culture and development and education of staff. In the research part, the questionnaire survey explores the use of personnel marketing at higher education institutions, supplemented by an analysis of the publication of vacancies on the websites of aforementioned institutions. On the basis of the results of the investigations, at the end of the thesis, proposals and recommendations for improvement of personnel marketing are provided. The aim of the diploma thesis is to describe the applicability of personnel marketing at higher education institutions through its selected activities.

## **KEYWORDS**

personnel marketing, high school staff, image of the school, social networks, internal communication