

- to decide which recruitment methods were the most successful?
6. A community bank in Danville, Virginia, and an international pharmaceutical company headquartered in Boston, Massachusetts are both looking for accountants. Describe the organizational demands for each company and how the demands would affect recruiting decisions.
 7. The demographics in the neighborhood around the retail store you manage have changed greatly in the past five years. Instead of a primarily Caucasian and African American population, there are now large numbers of Hispanics and Asians. How would these demographic changes likely affect your recruiting strategy and why?
 8. Research how you, as an applicant, can prepare for success in a college or community career fair. Develop a short PowerPoint or Prezi presentation to share with your classmates on this topic. Be sure and include proper citations for resources used.

LEARNING EXERCISE 1

Choose two companies in two different industries that have career information posted on their company websites. Review the information on their websites, using both a computer and a mobile device, and prepare a critical evaluation of each. Consider the following questions as you conduct your review.

1. How much detail is provided? Do the companies simply list their available openings, or do they provide an overview of what it is like to work at the company? What information is not included that you wish had been included?
2. What is the process for applying for jobs at each company?
3. Did you leave each website feeling like you had a good understanding of what it would be like to work for the company?
4. Did the company make it easy to use a mobile device to apply for a job? Why or why not?
5. Discuss how these websites increased or decreased your interest in working for these companies?
6. As a manager, what recommendations would you make to improve the quality of the sites and why? Reference what you learned in this chapter about recruitment messages and advertising.

LEARNING EXERCISE 2

Find a job description for a job of interest to you and develop an advertising recruitment strategy for that job.

1. Write the content for the advertisement.
2. What aspect of the ad do you think is most important and why?