

从专业服务到价值创造：HR 必备营销思维与技术

系统建立市场意识和营销思维，跨界专业助力 HR 业务提升

上海场次支持全景动态直播 

Duration: 1 day

Price: RMB 6,800 (6% VAT included)

基于美世最新的调研，打造面向未来的 HR 团队，战略性业务伙伴能力是最重要且急迫需要提升的关键能力。HR 不仅需要夯实自身领域的专业技能，还需要理解业务，建立市场意识和营销思维，关注竞争对手和最新市场趋势。HR 需要为企业分析业务机会，并使人力资源规划和实践与不断变化的市场情况和业务需求保持一致，以影响人力资本相关的业务决策，促进战略落地。

美世为期 1 天的研讨会将从业务与 HR 双视角展开，帮助 HR 突破圈层，打破界限，快速提升市场意识和营销思维能力，并借鉴跨界实践来提升自我。通过运用营销思维与工具，优化员工体验，创新 HR 产品或项目设计，强化雇主品牌以吸引保留人才、全面提升企业核心竞争力。

课程概述

加强市场意识 – Know the game

- 市场营销的概念和重要性
- 营销管理与人力资源管理的区别和关联
- 营销思想与 HR 的价值定位演变

营销思维、工具与案例解析 – Play the game

- 企业市场策略选择
- 制定与市场策略相匹配的人才策略
- 客户体验与产品设计
- 优化员工体验与 HR 产品或项目设计
- 品牌建设思维与工具
- 如何强化雇主品牌

运用营销思维与工具优化 HR 战略实践 – Change the game

- 案例演练与解析：营销思维与工具在 HR 管理中的应用

- 数字化营销工具的 HR 创新实践

学员收获

- 通过洞悉战略营销思维与工具的底层逻辑，贴近业务和市场工作，建立业务自信
- 运用一系列营销思维与工具，优化与创新员工体验，打造内部明星产品或项目，强化雇主品牌建设与发展实践
- 了解市场企业前沿创新 HR 实践，优化与创新自身企业的 HR 战略与实践

目标学员

HR 经理、HRBP、COE、希望提升市场意识、营销思维与技能的 HR 专业人士

Marketing essentials for HR management

Systematically establishing market awareness and marketing thinking; cross-functional topic to help HR ability improvement

Live stream is available for Shanghai sessions 

Based on Mercer's latest research, to build a future-oriented HR team, strategic business-partnering ability is the most important and urgently need to be improved. HR not only needs to consolidate their own professional skills, but also needs to understand the business, establish market awareness and marketing thinking, and pay attention to competitors and the latest market trends. In order to influence business decisions related to human capital and to ensure strategy implementation, HR needs to analyze business opportunities for organizations and align HR planning and practices with changing market conditions and business needs.

Mercer's 1-day public workshop will be delivered from both business and HR perspectives, helping HR to break boundaries, quickly improve market awareness and marketing thinking, and learn cross-functional practices. This workshop would help HR to optimize employee experience, innovate HR product or project design, strengthen employer brand to attract and retain talents and

comprehensively improve the core competitiveness of enterprises by using marketing thinking and tools.

Topics covered

Strengthen market awareness – Know the game

- The concept and importance of marketing
- The difference and relevance between marketing management and human resource management
- The evolution of marketing thinking and HR value proposition

Marketing thinking, tools and case analysis – Play the game

- Select enterprise market strategy
- Make talent strategy matching with market strategy
- Customer experience and product design
- Optimize employee experience and HR product or project design
- Brand building thinking and tools
- How to strengthen the employer brand

Use marketing thinking and tools to optimize HR strategy practices – Change the game

- Case study and analysis: application of marketing thinking and tools in HR management
- HR innovation practice of digital marketing tools

Benefits to participants

- Build business confidence, through the insight of strategic marketing thinking and tools of the underlying logic, close to the business and market work
- Use a series of marketing thinking and tools to optimize and innovate employee experience, create internal star products or projects, and strengthen employer brand building and development practices.

- Understand the cutting-edge innovative HR practices of enterprises in the market and optimize or innovate their own HR strategies and practices.

Target participants

HR managers, HRBP, COE, HR professionals who want to improve market awareness, marketing thinking and skills