

A CONTENT ANALYSIS ON CENTRAL PHILIPPINE UNIVERSITY'S
RECRUITMENT TOOLS

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ABSTRACT

This study aimed to define and identify the recruitment tools of Central Philippine University on the grounds of the importance of marketing research such as the employment of recruitment tools. The university is currently employing nine recruitment tools for admitting students which are: School-to-school, Central Philippine university TV channel, Radio Announcements, Central Philippine University Website, CPU Facebook page, Central Echo, Flyers, Alumni, and word of mouth. The staff that run the Recruitment team, geographical measures, and resource of materials have also been discussed in this research. The recruitment tools of Central Philippine University had been observed and analysed from November 2012 to July 2013. The results were based through interviews and gathered data. Results of the study revealed that the recruitment team of Central Philippine university does not only focus on one tool for recruiting students, but they also put importance to the different tools as well to promote and fulfil the goal of the university in the increase of the enrolment.