



Recruiting at the University

Business Case: PWC

PWC

Task:

- Addressing potential junior specialists
- Positioning PWC as a potential employer
- Generation of high-quality job applications in the fields of economic sciences

Measures:

- Dispatch of branded folders to professional associations
- Hand-to-hand distribution of folders
- Hand-to-hand distribution of branded umbrellas

Locations:

- 20 universities throughout Germany



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