SAP SF RMK Course

Module 1: Introduction to SAP RMK

- Overview of SAP SuccessFactors Talent Acquisition Suite (RCM, RMK, Onboarding)
- Role of RMK in the recruiting process
- Differences between RCM (process management) and RMK (marketing & branding)
- Candidate experience lifecycle (attract → engage → apply → hire)
- RMK–RCM integration overview

Module 2: Recruiting Marketing Setup

- Provisioning & Admin Center overview
- Enabling RMK in a SuccessFactors instance
- Career Site Builder (CSB) introduction
- Global career site vs local sites (multi-brand, multi-country setup)
- RMK site architecture (Landing pages, Category pages, Search pages)

📌 Hands-on: Set up a basic RMK-enabled subaccount with CSB (This will be One to One Connection Linked from SF to CSB, multiple subaccount we can't).

Module 3: Career Site Builder (CSB)

- Page types: Landing page, Category page, Job Search page, Content page
- Branding & design in CSB (colors, layouts, headers, footers)
- Widgets in CSB (search, call-to-action, image, video, map)
- Creating responsive & mobile-first career sites
- Multi-language support for global career sites

📌 Hands-on: Build a sample landing page in CSB

Module 4: Job Distribution & SEO

- Job postings in RMK vs RCM
- SEO optimization for job postings
- URL structures, meta tags, keyword optimization
- Job distribution to social networks & job boards
- Recruiting Posting overview (multi-channel job advertising).
- Publish jobs with Job Boards example LinkedIn.

📌 Hands-on: Publish jobs with SEO-optimized metadata

Module 5: Candidate Experience & CRM

- Candidate account and profile in RMK
- Talent community & candidate opt-in
- Candidate Relationship Management (CRM) basics
- Talent pools & pipelines in RMK
- Social referral programs (Employee Referrals in RMK)

📌 Hands-on: Configure a talent community registration page

Module 6: Analytics & Reporting

- Recruiting Marketing Dashboard
- Key KPIs: visitor traffic, apply clicks, conversion rates, source tracking
- Candidate journey analytics (funnel view)
- Google Analytics integration with RMK
- Standard vs custom RMK reports

📌 Hands-on: Generate a report to analyze job posting performance

Module 7: Integration with Recruiting Management (RCM)

- RMK–RCM data flow (Job Requisition → Posting → Application)
- Candidate application process between RMK and RCM
- Single Sign-On (SSO) between RMK & RCM
- Data synchronization (job fields, candidate data)
- Integration with Onboarding (candidate → new hire)

Module 8: Security & Compliance

- GDPR & data privacy in RMK
- Cookie consent & candidate opt-in tracking
- Candidate data purge rules
- Compliance in global recruiting (EU, US, APAC)

Module 9: Advanced Features

- Career site personalization (targeted content by location, role, experience)
- Employee Referral Management (ERM) in RMK. - This is in RCM, Standard report can be generated for referral data.
- Intelligent job recommendations for candidates
- Social & mobile recruiting strategies
- Integration with external job boards (LinkedIn, Indeed, Glassdoor)

📌 Hands-on: Enable referral program & track referral applications

Module 10: Real-Time Scenarios & Capstone Project

- End-to-end recruiting marketing flow: Create career site → Post job → Attract candidates → Capture talent pool → Push to RCM
- Industry scenarios: High-volume hiring (retail, BPO), niche talent hiring (IT, healthcare)
- Capstone Project: Build a branded career site with CSB, SEO optimization, social job posting, and talent pool setup