

# THE MARKETING OF MILITARY STAFF SELECTION AND RECRUITING

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**Abstract:** *The paper presents the marketing campaign that is taking place on the Ministry of Defence level, for the selection and recruitment of the military staff in order to create professional military staff. Within the marketing campaign, communication is the element that offers the information exchange necessary for reaching the objectives (the market research and the promotional techniques). The methods of communication with the target group are extremely numerous and require high creativity, financial resources and forecasting abilities.*

**Key words:** *human resources, professional military staff, recruitment and selection system, the psychological testin, the physical abilities testing the assessment interview.*

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