



# Event-Marketing: Definition, Konzepte, Ausblick (German Edition)

*Volker Hillmer*

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## **Event-Marketing: Definition, Konzepte, Ausblick (German Edition)** Volker Hillmer

Studienarbeit aus dem Jahr 2005 im Fachbereich Sport - Sportökonomie, Sportmanagement, Note: 1,7, Fachhochschule Braunschweig / Wolfenbüttel; Standort Wolfenbüttel, Veranstaltung: Marketing, 15 Quellen im Literaturverzeichnis, Sprache: Deutsch, Abstract: Das Event-Marketing erfreut sich einer wachsenden Bedeutung in der Unternehmenspraxis und zieht sich in ihrer Anwendung durch sämtliche Unternehmensbereiche. Um was handelt es sich beim Event-Marketing genau? Was kann und muss das Event-Marketing leisten? Welche Begriffe und Bereiche spielen dabei eine wichtige Rolle und was gibt es zu beachten? In der folgenden Arbeit wird neben der Beantwortung dieser Fragen im ersten Teil eine Definition und Begriffseinordnung des Bereiches Event-Marketing vorgenommen. Anschließend werden die Besonderheiten des Event-Marketing näher beleuchtet. Im dritten Teil geht es um das Gesamtkonzept von der Analyse bis zur Erfolgskontrolle, bevor die Arbeit mit einem Fazit und Ausblick abschließt.

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