



Erfolgsmessung von Events. Theoretische Grundlagen (German Edition)

Tanja Zobiak

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Akademische Arbeit aus dem Jahr 2007 im Fachbereich Medien / Kommunikation - Public Relations, Werbung, Marketing, Social Media, Note: 1,3, Fachhochschule des Mittelstands Bielefeld, Sprache:

Deutsch, Abstract: In der vorliegenden Arbeit soll durch die Thematisierung der Markenwertmessung eine Überleitung zur bisher weniger verbreiteten Erfolgsmessung von Events erfolgen.

Hierzu wird zunächst geklärt, was der Markenwert ist, wie man ihn misst, wie er sich vom Firmenwert unterscheidet und wie er auf ein Event übertragen werden kann.

Im Anschluss daran gliedert sich die Erfolgsmessung von Events. Dafür werden die Grundlagen und Anforderungen für die Erfolgsmessung erläutert und die theoretischen Bezugsrahmen sowie Komponenten der Erfolgsmessung dargelegt.

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