



# Sponsoring als Kommunikationsmittel (German Edition)

*Philipp Sandmann*

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## **Sponsoring als Kommunikationsmittel (German Edition)** Philipp Sandmann

Studienarbeit aus dem Jahr 2006 im Fachbereich BWL - Marketing, Unternehmenskommunikation, CRM, Marktforschung, Social Media, Note: 2,0, Berufsakademie Welfenakademie Braunschweig, 21 Quellen im Literaturverzeichnis, Sprache: Deutsch, Abstract: München, am 09.Juni 2006 um 18 Uhr. Genau zu diesem Zeitpunkt wird das erste Spiel der Fußballweltmeisterschaft 2006 in Deutschland angepfiffen. Die ganze Sportwelt richtet ihre Aufmerksamkeit auf die wohl größte Sportveranstaltung, die jemals in Deutschland stattfand. Eine Fußballweltmeisterschaft reißt nicht nur die Sportfanatiker in ihren Bann, auch sonst nicht sportbegeisterte Menschen setzen sich abends in Bars und Kneipen um die faszinierende und mitreißende Stimmung einer WM zu genießen. Jede Information, Neuigkeit und Bemühung wird in dieser Zeit mit höchster Sensibilität wahrgenommen, analysiert und, nicht nur von Fachleuten, interpretiert. Genau dieser Augenblick, diese hohe Aufmerksamkeit, dieses Interesse seitens der Bevölkerung ist ein Sprungbrett für Unternehmen, um mit Sponsoring die gewünschten Unternehmenskommunikationsziele zu erreichen. Imageprofilierung, Kundenkontakte und Mitarbeitermotivation sind einige Ziele, die Unternehmen mit Sponsoring zu etablieren versuchen.

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