



Vermarktung von Sportevents. Qualitative Analyse am Beispiel des Golfturniers "Am/Am" (German Edition)

Stefan Still

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Studienarbeit aus dem Jahr 2013 im Fachbereich Medien / Kommunikation - Public Relations, Werbung, Marketing, Social Media, Note: 3,0, Hochschule für angewandtes Management GmbH, Sprache: Deutsch, Abstract: Das „Am/Am“ ist das alljährliche Turnier im Münchener Golfclub, in dem sich die Mannschaftsspieler der ersten Damen- sowie Herrenmannschaft zur Verfügung stellen und mit interessierten Hobbygolfern zusammen auf die Runde gehen. Das interessante dabei ist, dass beide Mannschaften in der 1. Bundesliga, also der höchsten Spielklasse in Deutschland, antreten. Mit den besten Spielerinnen und Spielern Deutschlands zusammen auf den Golfplatz gehen, sich kennenlernen und dabei was abschauen können, ist nicht in jeder Sportart so einfach möglich. Der Unterschied zwischen Golf und den meisten anderen Sportarten liegt ganz einfach darin, dass auch die besten Golferinnen und Golfer des Landes kein Geld mit ihrem Sport verdienen, da das Bundesligasystem auf Amateurbasis stattfindet. Somit sind die Vereine, insbesondere die Mannschaften, gezwungen sich zu repräsentieren um das Interesse der Gesellschaft am leistungsorientierten Golfsport zu erwecken. Die Arbeit soll zeigen, wie ein solches Event geplant beziehungsweise durchgeführt wird und wie es bei den Teilnehmern ankommt.

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