



"Hol dir den Kick!" - Kulturelles Event-Marketing am Beispiel der FIFA WM 2006 in Deutschland (German Edition)

Lisa Bitzer

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Studienarbeit aus dem Jahr 2006 im Fachbereich Medien / Kommunikation - Public Relations, Werbung, Marketing, Social Media, Note: 1,0, Universität Hildesheim (Stiftung) (Kulturpolitik), Veranstaltung: Eventmarketing, 18 Quellen im Literaturverzeichnis, Sprache: Deutsch, Abstract: Wie gut Fußball und Kultur miteinander funktionieren, haben wir im Jahr 2006 bereits erleben können. Zahlreiche Kultureinrichtungen, vom städtischen Theater bis zum Kulturfond der Bundesregierung, haben Theater, Kunst, Literatur, Film, Musik, Populäres und Elitäres um den Fußball herum gedribbelt. Diese Bemühungen gipfelten im offiziellen Kulturprogramm der Weltmeisterschaft unter der Leitung von André Heller.

Die Arbeit stellt die Frage: Was ist ein Event? Wie wird es im Rahmen des Kulturprogramms verwendet? Wo unterscheidet sich das kulturelle vom kommerziellen Event? Und nicht zuletzt: Wem nutzt der "Trend zum Event"?

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