



Sportmarketing und Sportsponsoring. Die Marktforschung im Sport (German Edition)

Christian Ruppert

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Studienarbeit aus dem Jahr 2007 im Fachbereich Sport - Sportsoziologie, Note: 1,7, Universität Koblenz-Landau (Institut für Sportwissenschaft), Veranstaltung: Sportsoziologie, Sprache: Deutsch, Abstract: Diese Seminararbeit beschäftigt sich mit dem Sportsponsoring und dem Sportmarketing und gibt einen Überblick über Sponsoringarten sowie über die Marktforschung im Sport und die verschiedenen Instrumente des Sportmarketings.

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