



Licensing und Merchandising beim Groß-Event FIFA WM 2006 (German Edition)

Bastian Storch

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Studienarbeit aus dem Jahr 2006 im Fachbereich Medien / Kommunikation - Public Relations, Werbung, Marketing, Social Media, Note: 1,0, Karlshochschule International University, 24 Quellen im Literaturverzeichnis, Sprache: Deutsch, Abstract: Die Vorbereitungen für das Groß-Event Fußball Weltmeisterschaft 2006 laufen auf Hochtouren. Der Wettbewerb um die Lizenzen und Merchandisingprodukte ist ein harter Kampf. 30 Milliarden Menschen werden die 64 Spiele der FIFA WM 2006™ verfolgen, zirka 3,2 Millionen Fußballfans werden in den 12 Stadien die Spiele live sehen.

Diese Studienarbeit soll aufzeigen wie das Geschäft der Lizenzvergabe für TV-Rechte, Sponsoring und Merchandising bei einem Groß-Event, wie es die Fußball Weltmeisterschaft 2006 in Deutschland ist, funktioniert und welche Hürden und Aufgaben die Unternehmen bewältigen müssen, um ihre eigene WM-Kampagne verwirklichen zu können.

Der internationale Fußballverband FIFA™ hat strenge Richtlinien verfasst, die es für die Unternehmen schwierig macht, die eigene WM Kampagne durchzuführen.

Allgemeine Informationen über die Fußball Weltmeisterschaft 2006 werden erläutert.

Außerdem zeigt diese Arbeit auf, welche wirtschaftlichen Vorteile und Möglichkeiten ein solches Event mit sich bringt, welche Bereiche im internationalen Marketing und in welcher Form miteinbezogen werden. Hierbei spielen das Licensing und Merchandising die zentrale Rolle.

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