



Studienarbeit

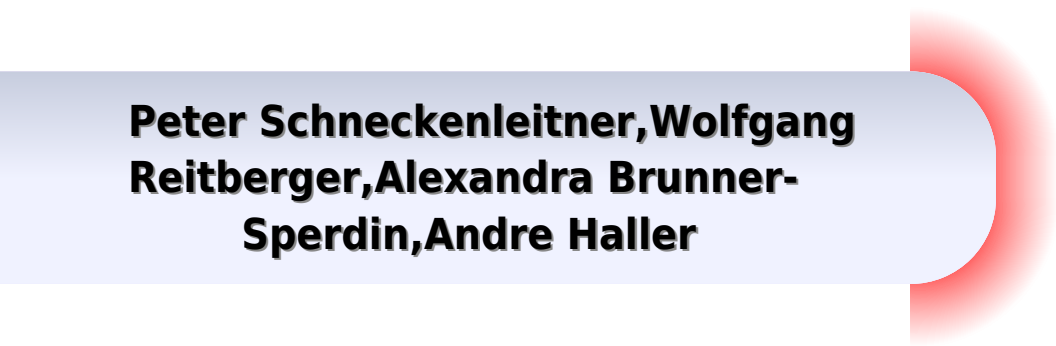
Parissa Hamzehloe

Unternehmenskommunikation – Public Relations versus Marketing

**Reaktionen deutscher Unternehmen auf staatliche
Eingriffe und gesetzliche Neuregelungen in die
Unternehmensführung am Beispiel Frauenquote**

Unternehmenskommunikation Public Relations Versus Marketing

**Peter Schneckenleitner, Wolfgang
Reitberger, Alexandra Brunner-
Sperdin, Andre Haller**



Unternehmenskommunikation Public Relations Versus Marketing:

Unternehmenskommunikation - Public Relations versus Marketing: Reaktionen deutscher Unternehmen auf staatliche Eingriffe und gesetzliche Neuregelungen in die Unternehmensführung am Beispiel Frauenquote

Parissa Hamzehlooe, 2015-10-01 Thema des vorliegenden Buches ist die Gegenüberstellung von Marketing und Public Relations PR als Instrumente der Unternehmenskommunikation In der globalisierten und schnell wachsenden Welt in der wir leben sind diejenigen Unternehmen erfolgreich die das Vertrauen und die Aufmerksamkeit ihrer Stakeholder gewinnen können und von der Öffentlichkeit als glaubwürdig wahrgenommen werden Dazu benötigen sie eine systematisch und strategisch geplante Kommunikation die all diese Aspekte berücksichtigt Jedem Unternehmen muss bewusst sein dass die Gewinn und Verlustchancen am Markt von der Qualität der internen und externen Kommunikation abhängen Dabei ist es wichtig dass das Unternehmen seine Zielgruppe und ihre Bedürfnisse kennt diese Kenntnisse umsetzt und versucht durch den effektiven Einsatz der Kommunikationsinstrumente wie Public Relations und Marketing die Zielgruppe zu überzeugen Nicht nur die wirtschaftlichen sondern auch die politischen Veränderungen haben massiven Einfluss auf die Unternehmenskommunikation Ziel der Studie ist es den Begriff Unternehmenskommunikation zu definieren und transparent zu machen wie eine Unternehmenskommunikation aufgebaut ist und aus welchen Instrumenten sie besteht Zudem soll herausgearbeitet werden wie das Unternehmen durch richtige und optimale Kommunikation Kunden gewinnen und binden kann PR und Marketing werden als Instrumente der Unternehmenskommunikation gegenübergestellt Des Weiteren wird untersucht welche Kriterien notwendig sind um eine strukturierte und zielorientierte Kundenbindung durchzuführen Wie die Unternehmen auf die staatlichen und gesetzlichen Eingriffe wie Neuregelungen reagieren wird an dem Beispiel der Frauenquote mit deren Vor- und Nachteilen detailliert aufgezeigt *PR vs. Marketing - should they be partners or rivals?* Janine Pentzold, 2012 Studienarbeit aus dem Jahr 2006 im Fachbereich Medien Kommunikation Public Relations Werbung Marketing Social Media Note 1,3 Universität Leipzig KMW Veranstaltung Seminar PR in Deutschland Sprache Deutsch Abstract PR und Marketing sind elementare Führungsaufgaben in jedem Unternehmen Institutionen Organisationen und Unternehmen die mit dem Verkauf ihrer Waren oder dem Angebot ihrer Dienstleistungen Erfolg haben wollen bedürfen guter PR und effizienten Marketings Das ist meine These Doch wie funktioniert PR Was bewirkt Marketing Was sind Ziele Absichten und Aufgaben beider Unternehmensbereiche Wo liegen Unterschiede und Gemeinsamkeiten in der täglichen Praxis Existieren sie besser unabhängig voneinander oder ist nur eine Kooperation von Erfolg gekrönt All diese Fragen sollen unter dem Aspekt PR vs Marketing Should they be partners or rivals in dieser Arbeit den Versuch einer Klärung erfahren Dafür definiere ich zu Beginn die Begrifflichkeiten PR und Marketing grenze deren Aufgaben Instrumente sowie Ziele voneinander ab Nachdem die Frage nach der Notwendigkeit und den Grenzen von PR und Marketing beantwortet wird folgt die Einbeziehung verschiedener Theorien zu diesem Thema Anhand der Commerzbank AG soll der praktische Umgang mit PR und Marketing beispielhaft

aufgezeigt werden Schlussendlich wird in einem Fazit die Frage Should they be partners or rivals hoffentlich zur vollen Zufriedenheit des Lesers beantwortet sein Reassessing the Relationship between Marketing and Public Relations Lisa Dühring, 2017-04-24 Lisa Dühring reconstructs the relationship between public relations and marketing research on a metatheoretical level She presents a concise systematization of the theoretical discourse in both disciplines since the beginning of the twentieth century by differentiating key phases of development and evaluating current research approaches This study argues for a stronger connection of both disciplines and a better profiling within the mother disciplines of communication and business studies by fostering critical and interpretative approaches This book is strongly recommended to everybody interested in the history and epistemology of marketing and public relations theory and the relationship between both fields *Conference Proceedings Trends in Business Communication 2020* Peter Schneckenleitner, Wolfgang Reitberger, Alexandra Brunner-Sperdin, Andre Haller, 2021-07-26 The conference proceedings Trends in Business Communication 2020 presented here show a small selection of the wide range of current research topics in the field of marketing and communication The spectrum of topics ranges from leadership communication communication in agile organisations and tweeting CEOs to new developments in e learning and current requirements for online shareholder meetings to sustainable consumer behaviour communication in times of home office and new aspects of social media topics All contributions were presented orally at the international online conference Trends in Business Communication on 4 December 2020 the full papers were subjected to a peer review process **Proceedings of VIAC 2022 in Budapest** Group of Authors, 2022-02-24 International Academic Conferences Management Economics and Marketing IAC MEM Teaching Learning and E learning IAC TLEI Transport Logistics Tourism and Sport Science IAC TLTS Engineering Robotics IT and Nanotechnology IAC ERITN Handbook of Integrated CSR Communication Sandra Diehl, Matthias Karmasin, Barbara Mueller, Ralf Terlutter, Franzisca Weder, 2016-12-29 This handbook pursues an integrated communication approach Drawing on the various fields of organizational communication and their relevance for CSR it addresses innovative topics such as big data social media and the convergence of communication channels as well as the roles they play in a successfully integrated CSR communication program Further aspects covered include the analysis of sector specific cross cultural and ethical challenges related to the effective communication of CSR This handbook is unique in its consistent focus on integrated communication It is of interest not only for the scientific discourse but will also benefit those corporations that not only seek to operate in a socially responsible manner but also to communicate their efforts to their various stakeholders Besides its significant value for researchers and professionals the book can also be used as a reference for undergraduate and graduate students interested in successful CSR communication **Unternehmenskommunikation und PR konzipieren** Nanette Besson, 2021-09-06 Um eine Kommunikationsstrategie für ein Unternehmen zu erstellen braucht es eine Kombination aus strategischem Arbeiten datenbasiertem Recherchieren und innovativem Denken Nanette Aimée Besson vermittelt dafür

Methoden und Techniken die sich sowohl f r Wirtschaftsunternehmen wie auch f r Non Profit Organisationen einsetzen lassen Ein Buch f r alle die erfolgreich PR machen wollen *Handbook of Business Communication* Gerlinde Mautner,Franz Rainer,2017-07-24 In spite of the day to day relevance of business communication it remains underrepresented in standard handbooks and textbooks on applied linguistics The present volume introduces readers to a wide variety of linguistic studies of business communication ranging from traditional LSP approaches to contemporary discourse based work and from the micro level of lexical choice to macro level questions of language policy and culture *Public Relations Research* Ansgar Zerfaß,A. A. van Ruler,Krishnamurthy Sriramesh,2008-05-08 Introduction Sriramesh Van Ruler Zerfass Krishnamurthy Sriramesh Betteke van Ruler Ansgar Zerfass One could make a reasonable argument that public relations is an ancient practice going back millennia although it has been popularly perceived as a 20th century phenomenon Scholarship in public relations however is more recent in origin with a history of less than four decades During these formative years the body of knowledge has expanded significantly which is laudable However there is potential for growth and improvement in many areas of the public relations literature Over the decades among other things public relations scholarship has largely remained parochial to specific regions such as the United States the United Kingdom Latin America German speaking Europe etc as evidenced in the bibliographic references of many essays in this volume itself where authors predominantly cite work from their own regions This is often necessitated by linguistic differences with only English serving as the universal language that helps permeate knowledge through most regions Pedagogical and methodological factors also have played a role in the regionalization of the body of knowledge However we believe that knowledge flows most when it is shared across different kinds of barriers Globalization has made it essential for us to recognize this reality more than ever This volume tries to bridge the gap and presents theories and concepts from researchers around the world *The Flight into Strategic Ambiguity* Olaf Hoffjann,2025-02-07 This book analyses how and why advertising PR and corporate and political communication make use of strategic ambiguity This special quality of vagueness allows companies to talk about the relevance of ESG or governments to promise stability and prosperity without fully committing themselves disappointing no one and securing every freedom This book describes in detail the diverse practices of ambiguous strategic communication and its opposite strategic clarity with many examples For academics it offers a detailed framework for describing and researching strategic ambiguity For PR practitioners it provides a toolbox for the use of strategic ambiguity Lastly it provides journalists with a means of recognizing and criticizing questionable strategic ambiguity This book is a translation of the original German edition *Die Flucht in die Ambiguität* The translation was done with the help of an artificial intelligence machine translation tool A subsequent human revision was done primarily in terms of content so that the book will read stylistically differently from a conventional translation **Handbuch der Public Relations** Peter Szyszka,Romy Fröhlich,Ulrike Röttger,2024-12-10 Das Handbuch führt die Wissensbestände der Public Relations

Organisationskommunikation zusammen und berücksichtigt dabei zentrale Aspekte der PR Praxis Die Beiträge aus verschiedenen theoretischen Perspektiven bieten eine Einführung in die wissenschaftliche Beschäftigung mit dem Phänomen PR Hierfür liefert der Band einen Blick aus unterschiedlichen sozialwissenschaftlichen Disziplinen und bietet eine breit angelegte Darstellung diverser Ansätze und Modelle Schlüsselbegriffe die den Fachdiskurs wesentlich prägen werden ausführlich erläutert Für die vierte Auflage wurden die Beiträge grundlegend bearbeitet und aktualisiert sowie teilweise neu zugeschnitten Das Handbuchprojekt wurde mitbegleitet von Dr Günter Bentele emeritierter Professor am Institut für Kommunikations- und Medienwissenschaft der Universität Leipzig

Nation Branding ? Entwicklung einer nationalen Markenidentität unter besonderer Berücksichtigung von Public Relations am Beispiel von Litauen, Lettland und Nigeria

Angelika Gimpl, 2013-09 Die Imagebildung von Nationen basiert auf einem sehr komplexen Kommunikationsprozess Es gibt verschiedene Informationsquellen welche das jeweils eigene Bild einer Nation formen Ein Land wird von vielen Seiten nach außen präsentiert Verschiedenste Organisationen Einrichtungen Unternehmen sowie die gesamte Bevölkerung haben Kontakt mit anderen Nationen sei es in politischem wirtschaftlichem privatem oder kulturellem Kontext Ein Staat ist kein Produkt sondern ein komplexes und multidimensionales Gebilde Dieses zu einer Marke zu machen erfordert ein umfassendes Repertoire an Wissen und ein ausgeklügeltes Konzept Durch professionelle Imagebildung hat eine Nation die Möglichkeit eventuell unentdeckte bzw ungenutzte Ressourcen ins Licht der Öffentlichkeit zu rücken und positiv auf sich aufmerksam zu machen Durch gezieltes Nation Branding kann sich die Chancengleichheit von Nationen welche aufgrund der zunehmenden Globalisierung und der damit verbundenen Verflechtung der Weltwirtschaft einem starken Konkurrenzdruck am internationalen Markt ausgesetzt sind verbessern Die vorliegende Untersuchung beinhaltet die wichtigsten theoretischen Grundlagen des umfangreichen Themengebietes Nation Branding Ein besonderes Augenmerk wird auf die Rolle der Public Relations im Nation Branding Prozess gelegt Des Weiteren wird anhand von drei Ländern Litauen Lettland und Nigeria veranschaulicht wie Nation Branding aktuell in der Praxis betrieben wird

Public Relations Metrics Betteke van Ruler, Ana Tkalcic, Dejan Vercic, 2009-09-11 Public relations metrics measurement and evaluation an overview Betteke van Ruler Ana Tkalcic Vercic and Dejan Vercic Public relations methodology should we bother if it exists Manfred Rühl The nature of scholarly endeavors in public relations Alenka Jelen Empirical research in contemporary social sciences relevant to public relations towards a network approach Jan Kleinnijenhuis Conceptualizing quantitative research in public relations James E Grunig Using qualitative research to become the thinking heart of organizations Larissa A Grunig The corporate communications scorecard a framework for managing and evaluating communication strategies Ansgar Zerfass Public relations is what public relations does conclusions from a long term project on professional public relations modeling and evaluation Barbara Baerns The evaluation of government campaigns in the Netherlands Wim van der Noort The role of research in shaping and measuring communication London's bid to hold the 2012 Games Claire Spencer and Julia Jahansoozi

Organization stakeholder relationships crisis responsibilities and crisis response strategies Iris Wong and Chung ju Flora Hung The case study as an evaluation tool for public relations Mafalda Eiro Gomes and Joao Duarte Public relations research and evaluation in Africa Ronel Rensburg Adapting communication satisfaction and relationship scales to a third world country Tanya Le Roux Applying stakeholder thinking to public relations an integrated approach to identifying relationships that matter Nigel de Bussy Introducing the Institute for Public Relations dedicated to the science beneath the art Frank E Ovatt Jr Introducing the Chartered Institute of Public Relations Initiative moving on from talking about evaluation to incorporating it into better management of the practice Anne Gregory and Jon White *Mastering CommTech* Uwe Seebacher, Jörg Forthmann, Thomas Mickeleit, 2025-08-30 This edited collection by over 30 industry experts and scholars explores how communication departments can digitize processes to continue contributing to their companies success It deals with key questions such as the necessity of digitalizing corporate communication optimal data for success KPI reporting solutions and the role of data storytelling and artificial intelligence Additionally it covers future relevant roles and skills essential tools and trends and crucial aspects of upcoming technologies that promise to change the world of corporate communications A must read for practitioners at all levels this book serves as a reference for keen MBA graduates and journalists who are keen to explore corporate communications as a future career option

Unternehmenskommunikation Miriam Meckel, Beat Schmid, 2008-08-28 Auf der Basis interdisziplinärer Erkenntnisse wird ein einheitlicher Begriffsrahmen und ein Steuerungsmodell für das Kommunikationsmanagement entwickelt Daran anschließend stellen führende Autoren des Gebietes wichtige Teilbereiche und Aufgabenstellungen der Unternehmenskommunikation vor Ziel ist eine Zusammenführung wichtiger Positionen zum Thema Kommunikationsmanagement die die Marketingsicht die kommunikationswissenschaftliche PR Sicht sowie neue Ansätze eines Stakeholder Managements einschließt Die 2. Auflage wurde um einen neuen Beitrag zu Online Kommunikation erweitert

Unternehmenskommunikation Claudia Mast, 2015-09-16 Content is King das Schlagwort wird Realität Unternehmen ringen um Aufmerksamkeit Vertrauen und Glaubwürdigkeit in der Öffentlichkeit und auf den Märkten Mit welchen Inhalten wollen sie ihre Stakeholder überzeugen und in leistungsfähige Kommunikationsbeziehungen einbinden Das praxisorientierte Buch gibt einen Überblick über theoretische Ansätze sowie Wege des strategischen Managements verantwortlicher Unternehmenskommunikation Im Mittelpunkt steht das Contentmanagement Themen Storytelling sowie die Stakeholder Mitarbeiter Interne PR Change Communication Kunden Kunden PR Corporate Publishing Medien Media Relations Social Media Relations Kapitalgeber Investor Relations und Gesellschaft Public Affairs Innovationskommunikation CSR

Digitalisierung und Kommunikation Marcus Stumpf, 2019-04-12 Unter Digitalisierung wird die Autonomisierung Flexibilisierung und Individualisierung bestehender Prozesse verstanden die digitalen Technologien und innovative Geschäftsmodelle hervorrufen Diese Entwicklung hat Auswirkungen auf die Kommunikation Facebook YouTube Twitter

kommerzielle Blogs um nur einige externe Kanäle zu nennen wetteifern um die Aufmerksamkeit verschiedener Zielgruppen. Hinzu kommen die eigenen digitalen Kanäle der Unternehmen, Unternehmensblogs, Wikis, digitale Presseräume oder traditionelle E-Mails. Den Möglichkeiten digital zu kommunizieren scheinen kaum noch Grenzen gesetzt. Die Autoren dieses Bandes untersuchen, wie die Unternehmens- und Marketingkommunikation mit dieser Komplexität verfährt, welche Zielgruppen am besten wie zu erreichen sind und welche Möglichkeiten es gibt, kommunikative Inhalte zu produzieren und zu verbreiten.

Retail vs. Online. Unternehmenskommunikation im Wandel Dominik Eckert, 2020-11-26 Studienarbeit aus dem Jahr 2018 im Fachbereich BWL Handel und Distribution, Note 2,0 FOM Hochschule für Oekonomie Management, gemeinnützige GmbH Nürnberg, für die Fachhochschule Veranstaltung Unternehmenskommunikation, Sprache Deutsch. Abstract: In der Arbeit wird untersucht, wie sich die Unternehmenskommunikation gewandelt hat und wie Produkte des Einzel- und Onlinehandels an den Endverbraucher kommuniziert werden und ob der normale Einzelhandel überhaupt noch eine Daseinsberechtigung hat beziehungsweise wie man ihn verändern und optimieren kann. Dabei gibt es zuerst einen Einstieg in die grundsätzliche Entwicklung des Marketings und welche Stationen über die Jahre durchlaufen wurden. Danach folgt eine Definition des Begriffs Unternehmenskommunikation und eine Auflistung verschiedener Faktoren, welche die Wahl des Kommunikationskanals beeinflussen. Daraufhin werden die verschiedenen Arten der Kanäle vorgestellt und die verschiedenen Vor- und Nachteile dieser aufgezeigt. Zuletzt folgt eine Darstellung der Situation des Einzelhandels und wie er sich in den letzten Jahren gewandelt hat und dies wird anhand eines Praxisbeispiels bestärkt und abschließend mit einem Fazit beendet. Die Unternehmenskommunikation war schon immer ein fester Bestandteil der Wirtschaft, um Botschaften zwischen Unternehmen und Endverbrauchern zu vermitteln. Der Kunde möchte wissen, welche Art von Produkt er eigentlich einkauft und welchen genauen Nutzen ihm das bringt. Dabei legt er Wert auf Qualität, Nachhaltigkeit, Vertrauen in eine Marke oder auch soziale Verantwortung. Gerade diese Werte haben sich heutzutage stark verändert. Während früher es vor allem wichtig war, dass ein erworbenes Produkt genau den Nutzen erfüllt, den man erwartet, geht es heute um weitaus mehr und da es sehr viele Hersteller gibt, steht nun auch erstmal der Preis für viele im Vordergrund. Daraus folgt, dass auch die Kommunikation heutzutage sich im Wesentlichen verändert hat. Man kommuniziert nicht mehr nur einen Verwendungszweck, sondern eine ganze Lebensphilosophie. Damals machte man Werbung durch Zeitungsartikel oder Plakate, jetzt steht vor allem Online im Vordergrund. Social Media Plattformen wie Facebook, Twitter oder Instagram führen zu einer komplett neuen Form von Unternehmenskommunikation und lassen damit viele altbewährte Formen von Marketing und Werbung absterben. *Encyclopedia of Public Relations* Robert L. Heath, 2013-08-20. When initially published in 2005, the two-volume *Encyclopedia of Public Relations* was the first and most authoritative compilation of the subject. It remains the sole reference source for any library serving patrons in business communication and journalism, as it explores the evolution of the field with examples describing the events, changing practices, and key figures who developed and expanded the profession. Reader's Guide topics include:

Crisis Communications Management Cyberspace Ethics Global Public Relations Groups History Jargon Management Media News Organizations Relations Reports Research and Theories Models Led by renowned editor Robert L Heath with advisory editors and contributors from around the world the set is designed to reach a wide array of student readers who will go on to serve as opinion leaders for improving the image and ethics of the practice The Second Edition continues to explore key challenges facing the profession such as earning the trust and respect of critics and the general public Much greater emphasis and space will be placed on a theme that was just emerging when the First Edition appeared the Internet and social media as public relations tools International coverage and representation has been greatly expanded as well Finally biographies which are now widely available on the Web have been deleted to give room to areas of enhanced coverage and biographical material are included where appropriate within the context of topical entries However a long entry on women pioneers in public relations has been included as an appendix *Kommunikation von Familienunternehmen* Bodo

Kirf, 2024-06-28 Dieses Buch erklärt was Familienunternehmen in ihrer Unternehmenskommunikation beachten müssen um einen gelungenen Gesamtauftritt zu erzielen und alle relevanten Stakeholder wirkungsvoll anzusprechen Familienunternehmen unterliegen als Organisationsform besonderen Merkmalen Anforderungen und Spielregeln die unterschiedliche Kommunikationskulturen und Inszenierungsstile bestimmen können Der Autor erläutert was Verantwortliche in Familienunternehmen in der Gestaltung ihrer Kommunikationsarbeit beachten sollten und welche Konzepte Strategien und Maßnahmen intern sowie extern erfolgreich sein können Er beschreibt wie PR orientiertes Storytelling in diesem Kontext funktioniert wie ein Reputationsplus Familienunternehmen in ihren Kommunikationsauftritten vom Wettbewerb differenzieren kann und wie sie sich gerade in schwierigen Zeiten von Krisen und Transformationen unter medialisierten Kommunikationsbedingungen in Markt und Gesellschaft effektiv positionieren können Zudem werden Kernkenntnisse aus einer stichprobenartigen Befragung von Top Managern aufgeführt die ihrerseits unterschiedliche Erfahrungen in der Kommunikationsrealität von Unternehmen in Familienbesitz sammeln konnten

Unveiling the Energy of Verbal Beauty: An Mental Sojourn through **Unternehmenskommunikation Public Relations Versus Marketing**

In a global inundated with screens and the cacophony of immediate communication, the profound energy and psychological resonance of verbal beauty frequently diminish in to obscurity, eclipsed by the regular assault of sound and distractions. However, set within the lyrical pages of **Unternehmenskommunikation Public Relations Versus Marketing**, a interesting function of fictional beauty that pulses with raw emotions, lies an remarkable journey waiting to be embarked upon. Composed with a virtuoso wordsmith, this interesting opus books visitors on an emotional odyssey, delicately revealing the latent potential and profound influence embedded within the complicated internet of language. Within the heart-wrenching expanse with this evocative examination, we will embark upon an introspective exploration of the book is central styles, dissect its fascinating publishing style, and immerse ourselves in the indelible impression it leaves upon the depths of readers souls.

https://ftp.barnabastoday.com/data/Resources/HomePages/u_s_army_special_operations_in_world_war_ii_ebook.pdf

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Unternehmenskommunikation Public Relations Versus Marketing Introduction

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