



Was ist Öffentlichkeitsarbeit?: Erstellung eines Flyer zur Hausarbeit (German Edition)

Silke Bicker

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Studienarbeit aus dem Jahr 2005 im Fachbereich Medien / Kommunikation - Public Relations, Werbung, Marketing, Social Media, Note: 3,0, Hochschule Osnabrück (Landschaftsentwicklung), Veranstaltung: Seminar, Sprache: Deutsch, Abstract: Gliederung

- o Was ist Öffentlichkeitsarbeit
- o Was sind ihre Ziele, Schwerpunkte und Medien?
- o Wie wird das gewählte Medium definiert und wie lässt es sich gegenüber anderen Medien abgrenzen?
- o Welche Zielgruppe soll durch das Medium angesprochen werden und wie lässt sich das begründen?
- o Welche Begründungen gibt es für die Gestaltung?
- o Welche Wirkungen sind mit dem so gestalteten Medium beabsichtigt? Wie können Sie erfasst werden?
- o Quellenverzeichnis

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