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Social-Marketing - vom Begriff Altersvorsorgeplanung zur Zukunftsplanung

By Susanne Reckter

GRIN Verlag Jun 2011, 2011. Taschenbuch. Book Condition: Neu. 210x148x3 mm. This item is printed on demand - Print on Demand Neuware - Studienarbeit aus dem Jahr 2011 im Fachbereich Medien / Kommunikation - Public Relations, Werbung, Marketing, Social Media, Note: 2,3, VWA-Studienakademie, Sprache: Deutsch, Abstract: Why can't you sell brotherhood and rational thinking like you sell soap (Wiebe 1952, S. 679 zit. n. Krzeminski, Neck 1994, S. 13). Beschäftigt man sich mit dem Bereich Social-Marketing begegnet einem dieser Satz nicht nur einmal. Dieser Ausspruch aus den 50-er Jahren stammt von dem amerikanischen Kommunikationsforscher Gerd Wiebe und beschäftigt noch heute Marketing- und Kommunikationsexperten. Die Möglichkeit der gezielten medialen Vermittlung von gesellschaftlichen Zielvorstellungen wird immer wieder in Frage gestellt und diskutiert. Es besteht nach wie vor der Wunsch, bestehende Probleme der Gesellschaft, die aus einer bestimmten Art von Verhalten resultieren zu ändern. Doch können soziale Wertvorstellungen durch den gezielten Einsatz von Social-Marketing und mit den Mitteln der Konsumgüterwerbung an den Mann oder die Frau gebracht werden Auf diese Frage gibt es [] nur eine Antwort: Ja durchaus, beziehungsweise: ausschließlich auf diesem Weg! (Kozioł, Pförtisch, Heil, Albrecht 2006, S. 3). Doch wer bedient sich der Methoden des Social-Marketing und was kann...


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