

Projektmarketing: Projekte Innovativ Vermarkten - Martin Milleder

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Geschafft! Das Innovationsprojekt zur Reorganisation der Unternehmung ist abgeschlossen und das sogar noch vor dem geplanten Termin und mit geringeren Kosten. Trotzdem war das Projekt ein Misserfolg. Was ist passiert Die Reorganisation wurde zwar am Papier erarbeitet und offiziell eingeführt, aber die Mitarbeiter nahmen die Veränderungen nicht an. Von Projektbeginn an gab es immer skeptische und ablehnende Stimmen, doch wurden diese von der Projektleitung ignoriert ... So werden viele Projekte vom vermeintlichen Erfolg zum Misserfolg. Ebenso erfolgsentscheidend wie die Qualität der Projektergebnisse ist die Akzeptanz. Die Lösung heißt Projektmarketing! Projektmarketing leistet einen erheblichen Anteil daran, die Akzeptanz von Projekten sicherzustellen. Der Autor beschreibt in dieser Arbeit einen Projektmarketingprozess, der sich von den Ansätzen des klassischen Marketings ableitet, und zeigt die wesentlichen Ziele und Maßnahmen in den einzelnen Projektphasen, um Projekte innovativ und erfolgreich zu vermarkten. Achieved! The innovation project for the reorganization of the company is done and in fact faster and with lower costs than planned. Nevertheless the project was a failure. What happened The reorganization was worked out on paper and was officially launched, but the employees didn't adopt the changes. From the beginning of the project, there were sceptical and opposing voices, but these were ignored by the project management ... In this way, many projects develop from an assumed success into a failure. The acceptance of a project is as important for its success as the quality of the project results. The solution is Project Marketing! Project Marketing contributes considerably to ensure the acceptance of projects. In this paper, the author describes a project marketing process which is derived from classical marketing approaches and points out the main targets and methods within the individual phases of projects, in order to merchandise projects innovatively and successfully. Bachelorarbeit aus dem Jahr 2009 im Fachbereich Wirtschaft - Marketing, Unternehmenskommunikation, CRM, Marktforschung, Note: 1, Campus02 Fachhochschule der Wirtschaft Graz. Author: Milleder, Martin Publisher: GRIN Verlag Illustration: N Language: GER Title: Projektmarketing: Projekte innovativ vermarkten Pages: 00049 (Encrypted PDF) On Sale: 2009-01-01

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