

# Eventmanagement im Sport. Kompetenzen und Arbeitsstrategien für das Studium (German Edition)



Studienarbeit aus dem Jahr 2010 im Fachbereich Sport - Sportökonomie, Sportmanagement, Note: 1,7, Hochschule für angewandtes Management GmbH, Sprache: Deutsch, Abstract: Events sind heutzutage mehr als nur Veranstaltungen. Entsprechend ist auch Eventmanagement mehr als reine Veranstaltungsorganisation. Hinter jedem erfolgreichen Event steckt auch tiefgrundiges Fachwissen, vereint mit Kreativität und persönlichen Stärken. In dieser Arbeit werde ich versuchen, Ihnen einen weitgehenden Einblick in das Tätigkeitsfeld eines Eventmanagers, zu verschaffen. Anhand des Beispiels Public Viewing bei der Fußball Weltmeisterschaft 2010, werde ich mich, unter Berücksichtigung erforderlicher Kompetenzen und in allgemeiner Weise, mit den Beruf eines Eventmanagers auseinandersetzen. Darüber hinaus sind Studiumsplanung, sowie Lern- und Arbeitsstrategien meinerseits, auch Teil meiner wissenschaftlichen Arbeit. Ziel ist es, dem Leser ein aufschlussreiches Bild dieses Berufsfeldes zu vermitteln, sowie meine bisherigen Erfahrungen und mein Erlerntes aus dem ersten Semester anzuwenden.

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