



Kulturmarketing (German Edition)

Christian Fischler

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Studienarbeit aus dem Jahr 1998 im Fachbereich Kulturwissenschaften - Allgemeines und Begriffe, Note: 2,0, Universität Leipzig (Kulturwissenschaften), Sprache: Deutsch, Abstract: Kultur contra Marketing und umgekehrt? In beiden Fällen gab und gibt es immer wieder konträre Meinungen. Läßt sich Kultur mit wirtschaftlichen Zielen wie Effektivität, Führung und Gewinn vereinbaren? Wenn von der Symbiose Kultur und Marketing die Rede ist, scheiden sich schnell die Geister und Vorurteile prallen aufeinander. Die Kulturschaffenden befürchten die Kommerzialisierung der Kultur auf den kleinsten gemeinsamen Nenner und die Betriebswirtschaftler denken an fehlende Rentabilität. Auch diese Hausarbeit wird das Dilemma zwischen Befürwortern und Kritikern des Kulturmarketings nicht aus der Welt schaffen können. Allerdings sollen Anstöße gegeben werden, über die Wahrnehmung der Besucher kultureller Einrichtungen nachzudenken. Welche Erwartungen stellt der Bürger an einen Theaterbesuch und lassen sich diese Erwartungen nicht auch erfüllen, ohne daß dabei kulturelle Qualität verlustig geht und der Kulturauftrag erfüllt werden kann? Diese Fragen sollen im Rahmen dieser Arbeit genauer beleuchtet werden, indem von dem Standpunkt ausgegangen wird, dass jegliche kulturelle Leistung stets eine Art Dienstleistung darstellt oder zumindest charakteristische Züge einer solchen trägt.

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