



## PR-Evaluation (German Edition)

*Tobias Krug*

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## **PR-Evaluation (German Edition)** Tobias Krug

Studienarbeit aus dem Jahr 2004 im Fachbereich Medien / Kommunikation - Public Relations, Werbung, Marketing, Social Media, Note: 2,0, Technische Universität München (Sport, Medien und Kommunikation), Veranstaltung: PR und Werbung, 10 Quellen im Literaturverzeichnis, Sprache: Deutsch, Abstract: "Was PR kostet, ist leicht zu ermitteln, was PR an handfesten Ergebnissen bringt, ist schwer zu beweisen" (Buschardt, Krath, 2002, S. 132). Diese Aussage wurde in verschiedenen Referaten im Seminar "PR und Werbung" zitiert. Wie man nun PR evaluieren kann und welche Rolle die Evaluation in der PR spielt, ist Thema dieser Hausarbeit. Besondere Schwerpunkte dieser Arbeit liegen auf den Ansätzen des 6-Stufen-Controlling-Modell (vgl. <http://www.pr-evaluation.com>, 03.03.2004) und der PR-Kennzahlen-Methode.

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