



# **PR vs. Marketing - should they be partners or rivals?: PR in Deutschland (German Edition)**

*Janine Pentzold*

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Studienarbeit aus dem Jahr 2006 im Fachbereich Medien / Kommunikation - Public Relations, Werbung, Marketing, Social Media, Note: 1,3, Universität Leipzig (KMW), Veranstaltung: Seminar "PR in Deutschland", Sprache: Deutsch, Abstract: PR und Marketing sind elementare Führungsaufgaben in jedem Unternehmen. Institutionen, Organisationen und Unternehmen, die mit dem Verkauf ihrer Waren oder dem Angebot ihrer Dienstleistungen Erfolg haben wollen, bedürfen guter PR und effizienten Marketings. Das ist meine These.

Doch wie funktioniert PR? Was bewirkt Marketing? Was sind Ziele, Absichten und Aufgaben beider Unternehmensbereiche? Wo liegen Unterschiede und Gemeinsamkeiten in der täglichen Praxis? Existieren sie besser unabhängig voneinander oder ist nur eine Kooperation von Erfolg gekrönt? All diese Fragen sollen unter dem Aspekt: PR vs. Marketing: „Should they be partners or rivals?“ in dieser Arbeit den Versuch einer Klärung erfahren. Dafür definiere ich zu Beginn die Begrifflichkeiten PR und Marketing, grenze deren Aufgaben, Instrumente sowie Ziele voneinander ab. Nachdem die Frage nach der Notwendigkeit und den Grenzen von PR und Marketing beantwortet wird, folgt die Einbeziehung verschiedener Theorien zu diesem Thema. Anhand der Commerzbank AG soll der praktische Umgang mit PR und Marketing beispielhaft aufgezeigt werden. Schlussendlich wird in einem Fazit die Frage „Should they be partners or rivals?“ hoffentlich zur vollen Zufriedenheit des Lesers beantwortet sein.

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