



Marketingkonzept am Beispiel von Nutella (German Edition)

Julia Hülsebeck, Katrin Becker

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Studienarbeit aus dem Jahr 2008 im Fachbereich BWL - Marketing, Unternehmenskommunikation, CRM, Marktforschung, Social Media, Note: 1,3, Wirtschaftsakademie Schleswig-Holstein, Veranstaltung: Marketing, 0 Quellen im Literaturverzeichnis, Sprache: Deutsch, Abstract: Inhalt dieser Hausarbeit ist ein Marketingkonzept für Nutella – die Nuss-Nugat-Creme von Ferrero. Sie enthält alle Bestandteile eines vollständigen Marketingkonzeptes. Die Verfasser wollten herausfinden, ob es in der Vermarktung eines derartig erfolgreichen Produktes wie Nutella noch Verbesserungspotenzial gibt.

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