



Analyse der Corporate Identity und des Corporate Design der Cision Deutschland GmbH (German Edition)

Urs Kargl

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Studienarbeit aus dem Jahr 2010 im Fachbereich Medien / Kommunikation - Public Relations, Werbung, Marketing, Social Media, Note: 1,0, SRH Hochschule Riedlingen, Sprache: Deutsch, Abstract: Im Rahmen der ersten Praxisphase soll der Außenauftritt der Cision

Deutschland GmbH hinsichtlich der Corporate Identity und des Corporate Design betrachtet und bewertet werden. Der Außenauftritt umfasst Werbe- und Kommunikationsmittel, Kanäle und Designelemente. Die Cision Deutschland GmbH ist das deutsche Tochterunternehmen der an 40 Standorten weltweit tätigen und an der Schwedischen Börse notierten Cision AB. Die Cision AB ist der weltweit führende Dienstleister für Medienmonitoring, Evaluation und die Recherche von Medienkontakten. Je nach Informationsbedarf unterstützt Cision seine Kunden mit regionalen oder

länderübergreifenden Lösungen. Die über 3.500 Kunden der Cision Deutschland GmbH nutzen Services wie Medienkontaktmanagement, Medienmonitoring, Medienresonanzanalyse und interne Reputationsmessung, Social Media Monitoring und Presse-Spiegel-Management.

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