



Terre des hommes. Vision, Geschichte und Struktur (German Edition)

Tamina Reiff

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Studienarbeit aus dem Jahr 2015 im Fachbereich Medien / Kommunikation - Public Relations, Werbung, Marketing, Social Media, Note: 1,6, Westfälische Hochschule Gelsenkirchen, Bocholt, Recklingshausen (Journalismus & PR), Veranstaltung: Non-Profit-PR, Sprache: Deutsch, Abstract: Die nachfolgende Seminararbeit ist die Vorstellung der Non-Profit Organisation „terre des hommes Deutschland e.V.“

Zu Beginn wird „terre des hommes“ erklärt, insbesondere welche Vision und Mission die Organisation verfolgt. Im Folgenden befasst sich die Seminararbeit mit der Geschichte, der Struktur, sowie Stakeholdern und Zielgruppen der Organisation. Im Anschluss wird erläutert, welche finanziellen Mittel „terre des hommes“ zur Verfügung stehen und wie diese verwendet werden. Welche Kampagnen und Instrumente „terre des hommes“ in ihrer Arbeit aktuell einsetzt, ist anschließend festgehalten. Zum Schluss wird die Organisation noch kritisch betrachtet und eingeschätzt.

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