

Quo Vadis Hochschulmarketing?

STAND | TRENDS | PERSPEKTIVEN



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Dezernent & Pressesprecher



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Abteilung Marketing

Stellvertretende Abteilungsleitung

Hochschulmarketing

**STATUS
QUO**

REPUTATION

MARKE



DIGITALE RÄUME





Aufmerksamkeits- & Deutungskonkurrenz

FAKE NEWS

3 × 3 = 4 !!!



WISSENSCHAFT

**Methodisch
gesicherte
Erkenntnisse**



A hand-drawn mathematical equation in white chalk on a blackboard. It shows the square root of 4, with '1+2' written above a horizontal line and '4' written below it.

$$\sqrt{\frac{1+2}{4}}$$



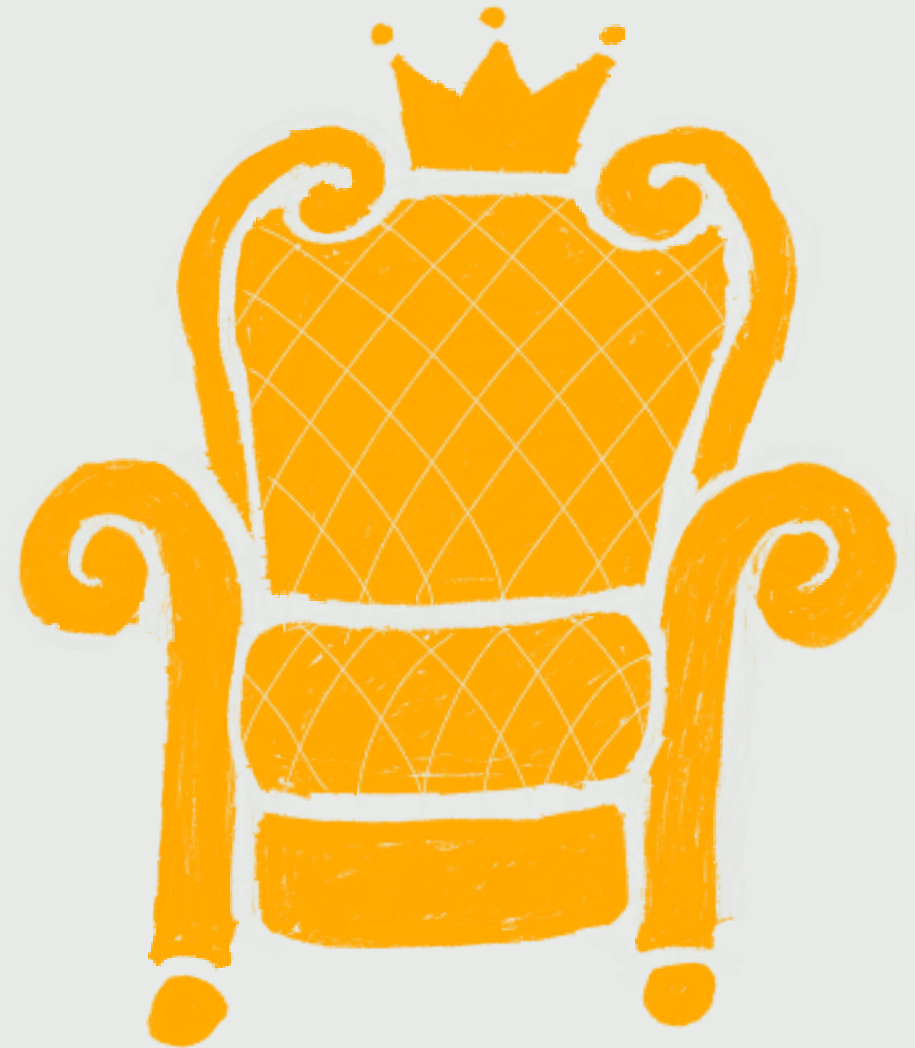


LIBERALE DEMOKRATIE

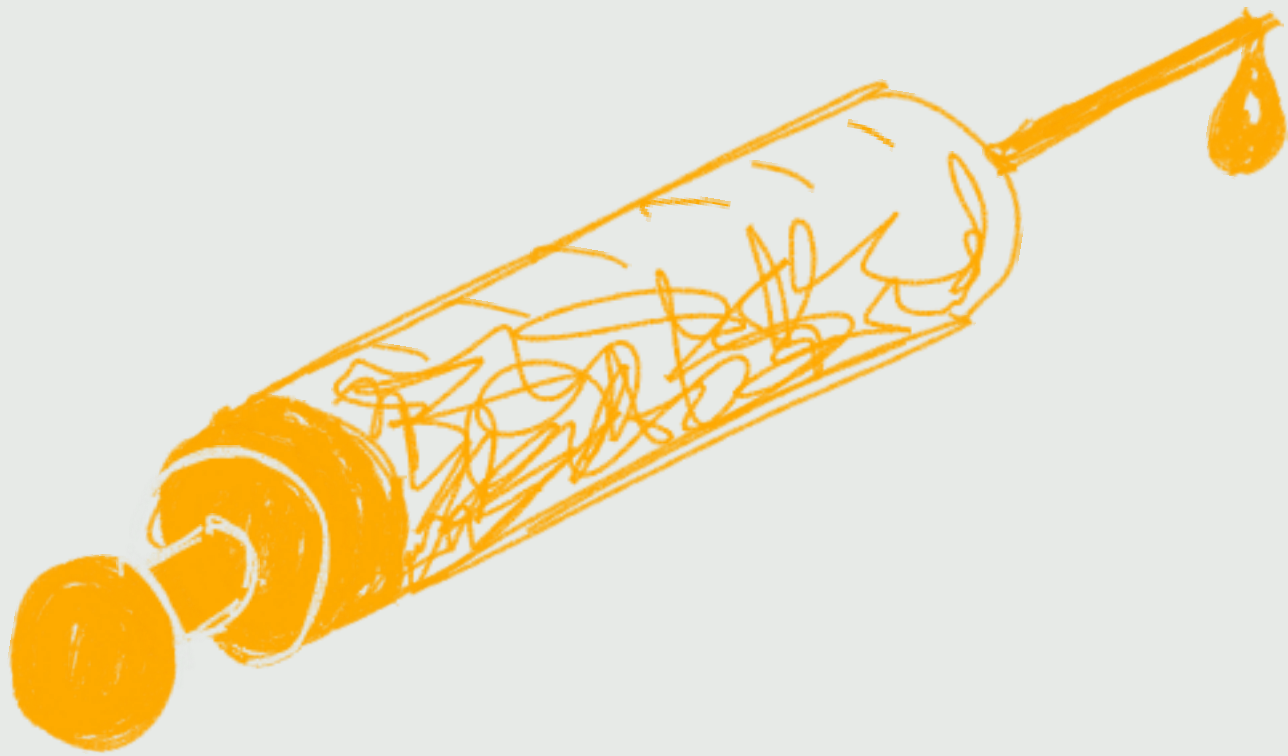
WISSENSCHAFTS MARKE



DEUTUNGS HOHEIT



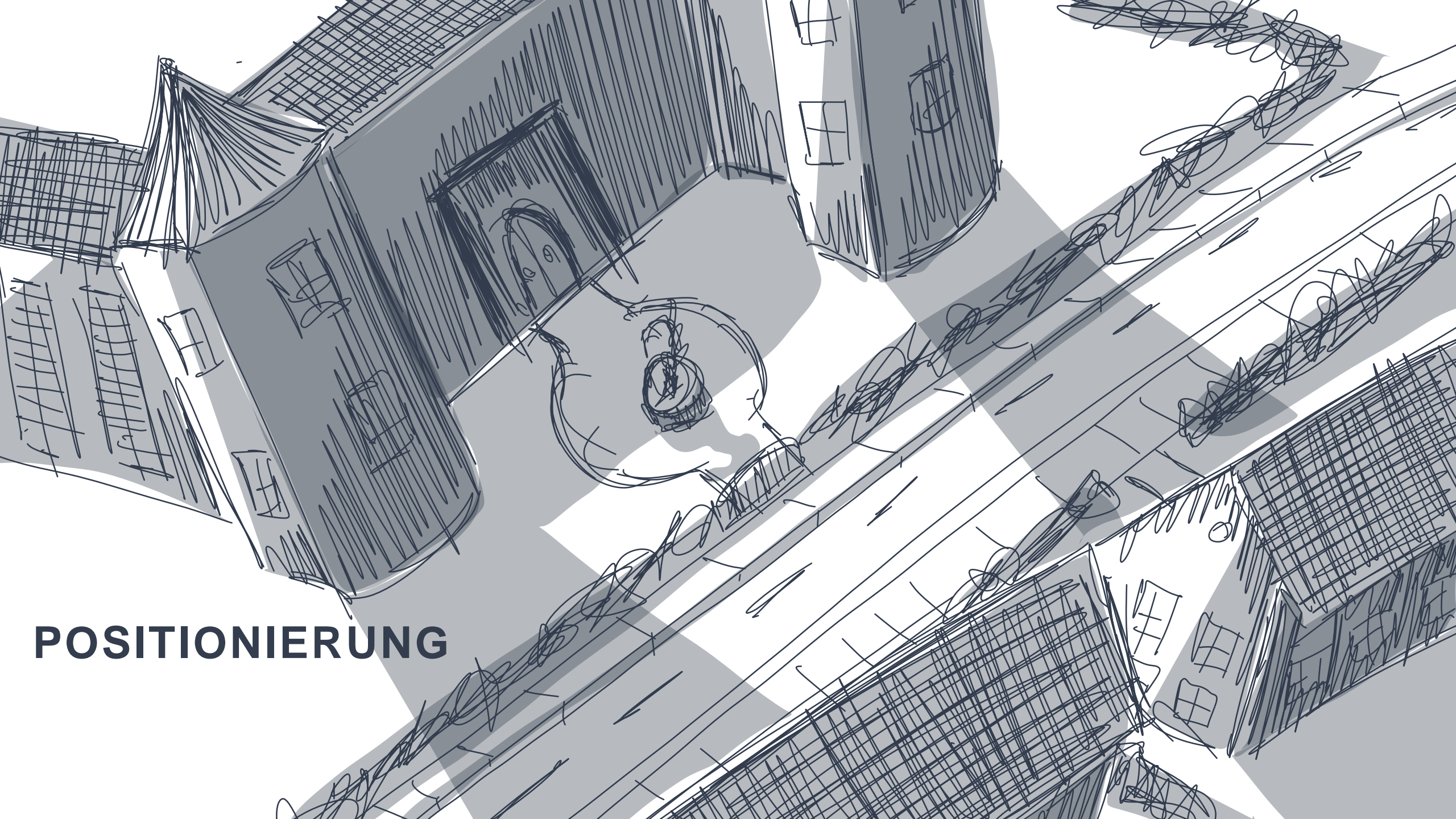
IMMUNISIERUNG DER MARKE



**STRATEGISCHES
MARKETING**

DACHMARKE

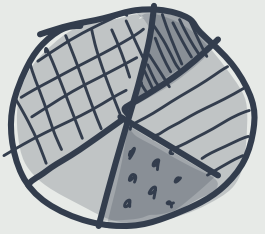




POSITIONIERUNG

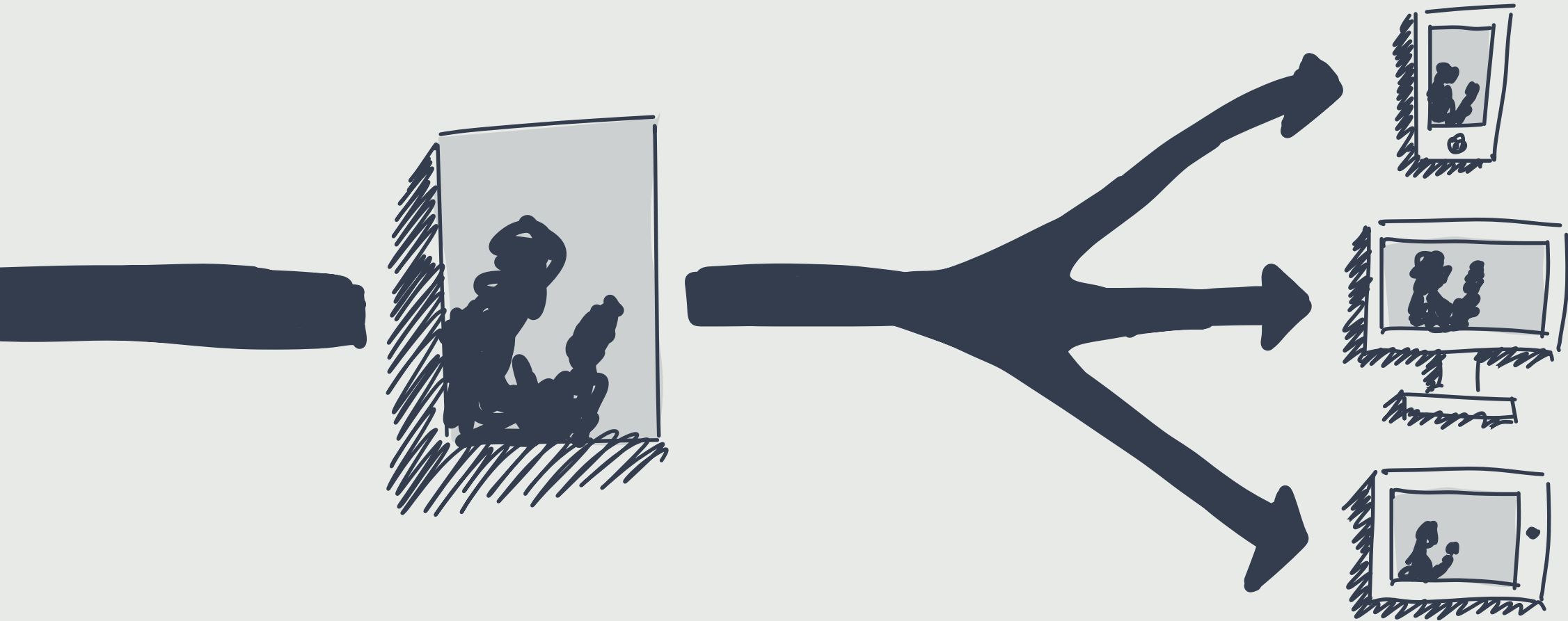
THEMENORIENTIERTE AGILE MARKENFÜHRUNG

BRAND



Third Mission

NEW
WORK



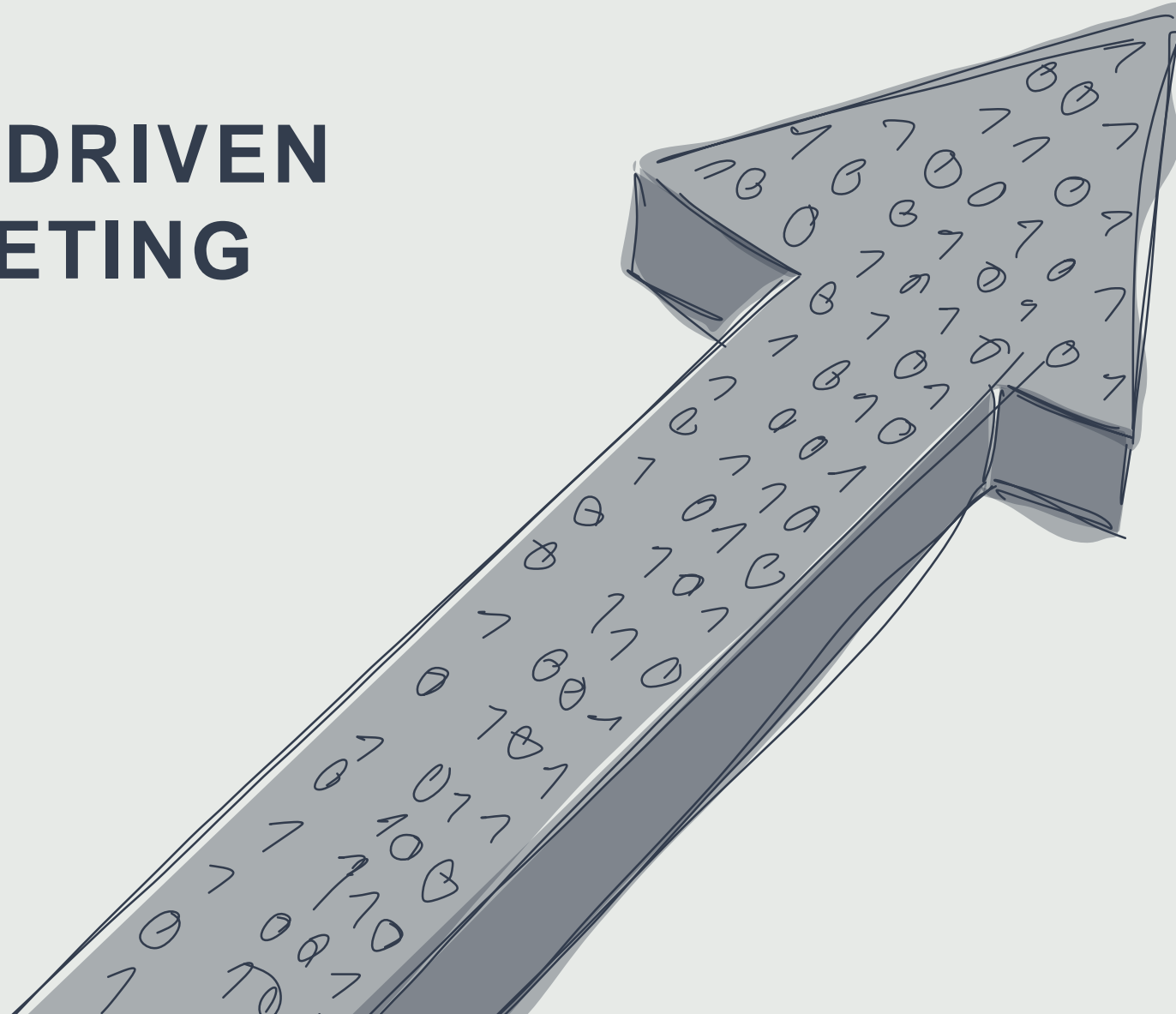
STRATEGISCHE KAMPAGNENFÄHIGKEIT

**EMPLOYER
BRANDING**



**KULTUR
WANDEL**

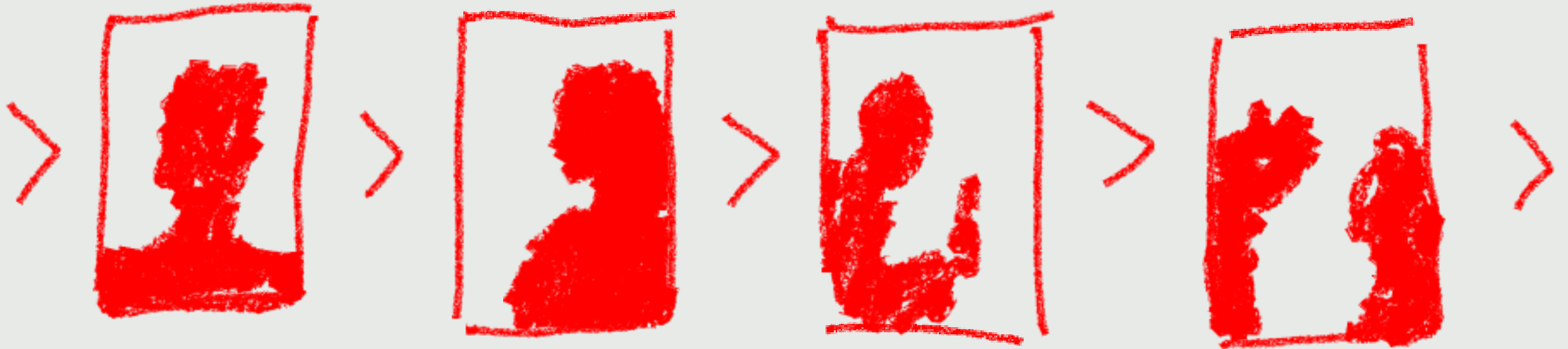
DATA-DRIVEN MARKETING





BEST PRACTICES

Storytelling?



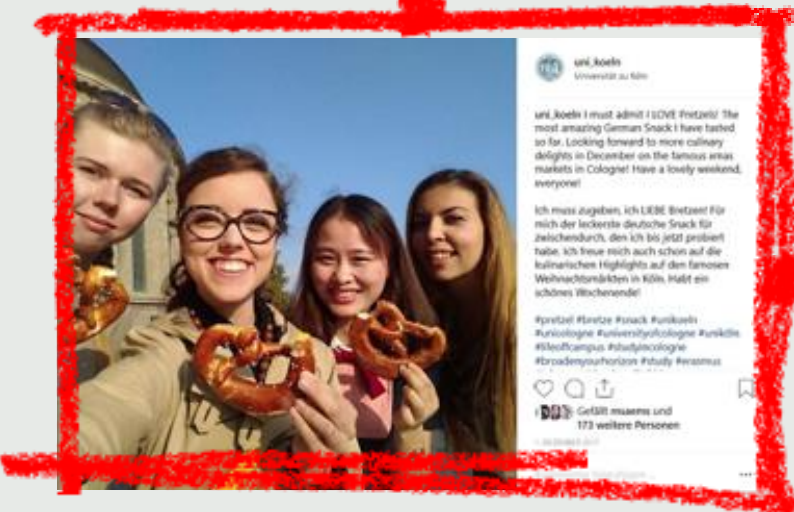




Influencer Marketing?



Ja, aber...

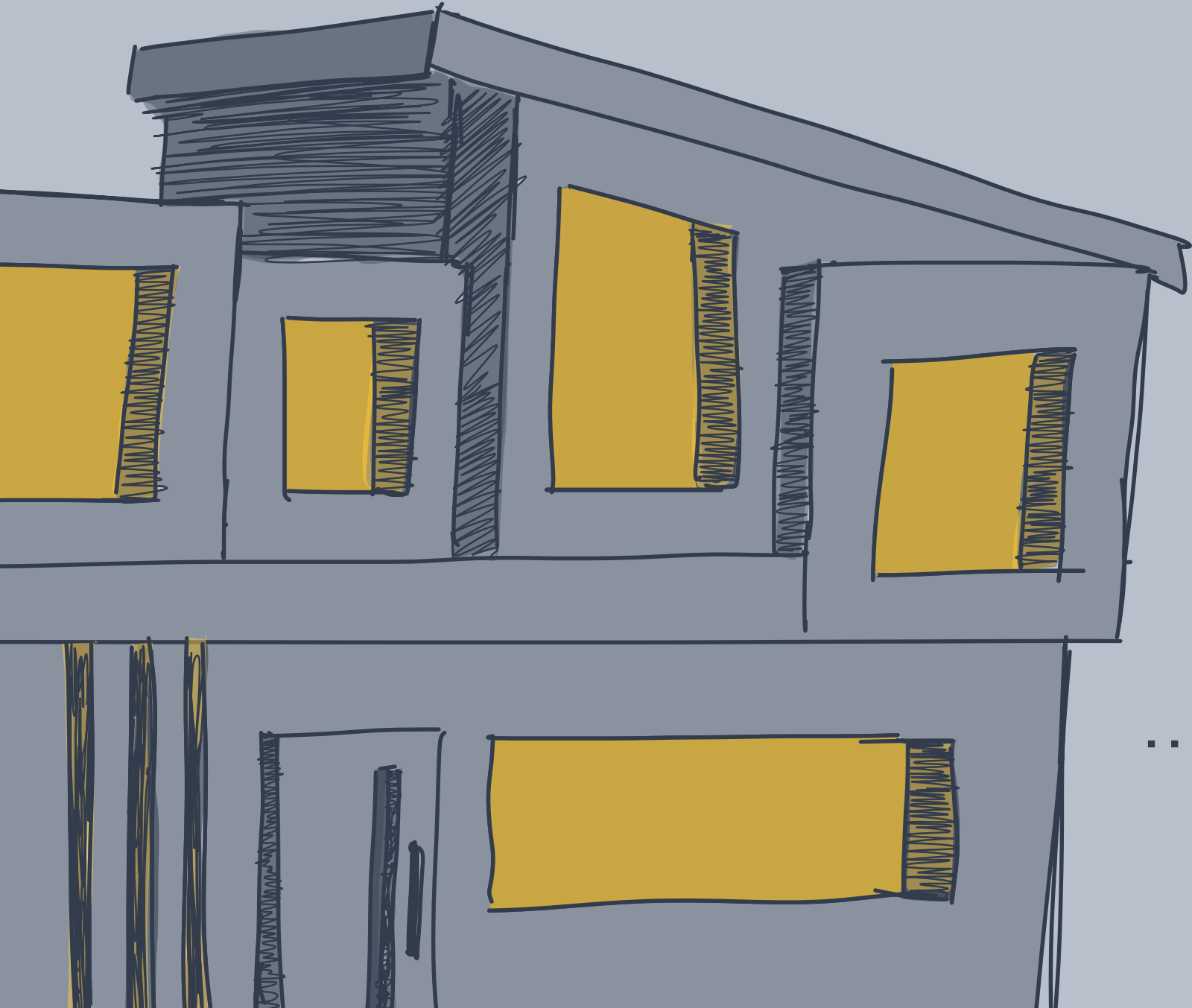


Social Media Campaigning?



Ja, aber...





Wissenschafts...

...PR

...MARKETING

...KOMMUNIKATION



Dr. Patrick Honecker | Svenja Rausch M.A.

Kommunikation & Marketing

Vielen Dank!