

## Summary

The existing thesis explains the basics of marketing and PPP (Public Private Partnership) to make the given examples clear and understandable. In the case of marketing, the thesis shows the different theoretic steps to create a marketing concept.

The chapter Public Private Partnership gives information about the huge range of application. The particular attribute of PPP-projects is, that any project surveys the whole life cycle of real estates or whole facilities. In the following, the contract relations between the participators are shown, as well as their chances and risks. To give a better understanding, there are shown certain graphics, tables and examples from the practical experience.

The groups of internal and external stakeholders are gaining a higher importance. The research shows possibilities to identify the interests of stakeholders. The result should be to evaluate those and create a ranking. Specific questions help to get fast results to do the identification. That is the main support of information to create marketing strategies.

Marketing concepts from the practical experience of PPP-projects are explained. The, as an example, shown structural works are the Warnowtunnel in Rostock and the Herrentunnel in Lübeck. A questionnaire was mailed to several PPP operating companies to get information about their experiences with the market situation, certain market segments, marketing goals and strategies.

A few precise marketing methods that were used in the above mentioned projects are introduced enclosed. That might give an inference of the different goals of the operating companies and projects.