

Zertifikatslehrgänge am Institut für Marketing Management

Geplante CAS HS 2026 & FS 2027

	<u>HS26</u>	<u>FS27</u>
CAS AI for Marketing Leaders		✓
CAS AI im Productmanagement	✓	
CAS AI x Marketing	✓	
CAS AI-driven Customer Experience Management		✓
CAS AI-driven E-Commerce		
CAS AI-driven Innovation & Service Design		✓
CAS Behavioral Insights for Marketing		✓
CAS Circular Economy Marketing		
CAS Content Marketing	✓	
CAS Digital Brand Management		✓
CAS Digital Marketing	✓	✓
CAS Health Care Marketing	✓	
CAS Marketing- & Corporate Communications		✓
CAS Marketing Analytics		
CAS Marketing Automation & Artificial Intelligence	✓	
CAS Marketing Technology	✓	
CAS Mastering Product Management	✓	✓
CAS Pricing	✓	
CAS Sales	✓	✓
CAS Strategisches Kundenmanagement		
CAS Strategisches Marketing	✓	✓

ÄNDERUNGEN
VORBEHALTEN