

Zertifikatslehrgänge am Institut für Marketing Management

Geplante CAS 2027

FS27

HS27

ÄNDERUNGEN
VORBEHALTEN

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

FS = Frühlingssemester
HS = Herbstsemester