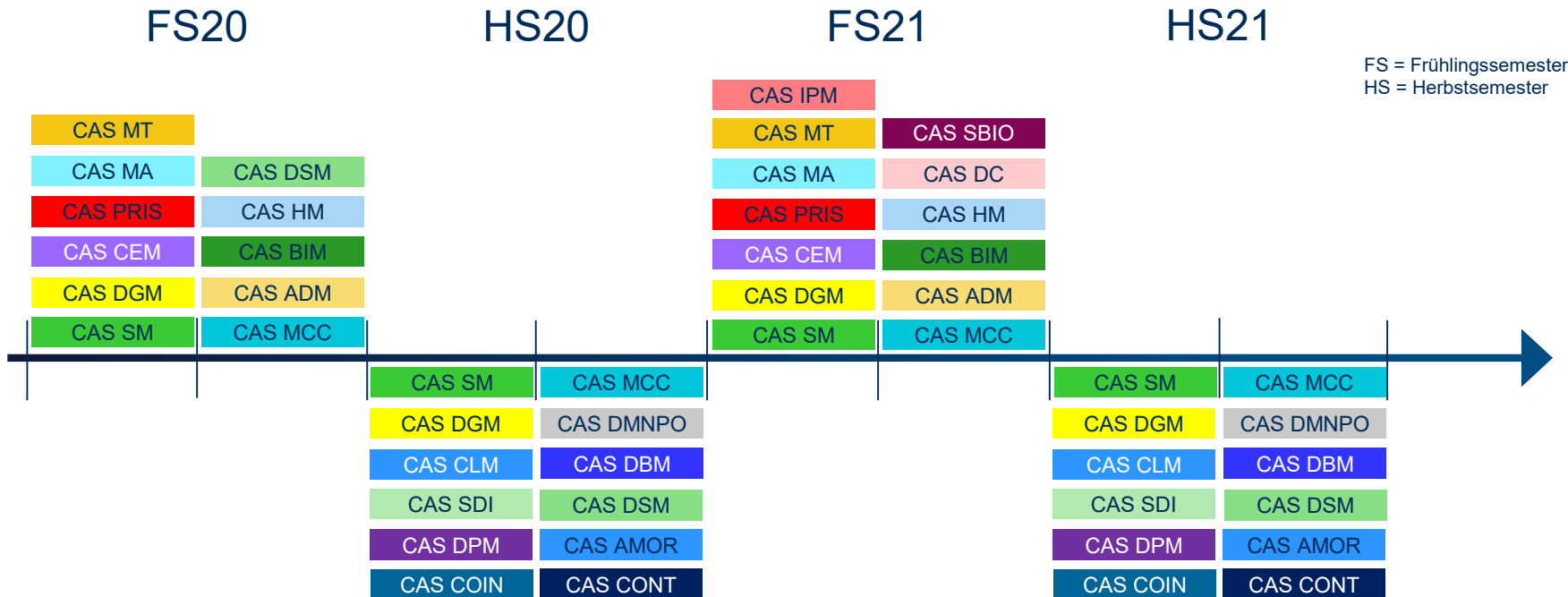


Zertifikatslehrgänge am Institut für Marketing Management

Durchführungstermine

ÄNDERUNGEN
VORBEHALTEN



CAS SM = Strategisches Marketing
 CAS CLM = Customer Lifecycle Mgmt & Cross Channel CRM
 CAS DGM = Digital Marketing
 CAS ADM = Advanced Digital Marketing
 CAS SDI = Service Design & Innovation
 CAS AMOR = Agile Marketingorientierung
 CAS CEM = Customer Experience Management
 CAS SBIO = Swiss Biodesign for MedTech Innovators

CAS PRIS = Pricing & Sales
 CAS DPM = Digital Product Management
 CAS MCC = Marketing- & Corporate Communications
 CAS COIN = Community & Influencer Marketing
 CAS DBM = Digital Brand Management
 CAS MT = Marketing Technology
 CAS MA = Marketing Analytics

CAS BIM = Behavioral Insights for Marketing
 CAS HM = Health Care Marketing
 CAS DMNPO = Digital Marketing in NPO
 CAS CONT = Content Marketing
 CAS IPM = Industrial Product Management
 CAS DC = Digital Commerce
 CAS DSM = Digital Sales & Marketing in B2B