

# Zertifikatslehrgänge am Institut für Marketing Management

## Durchführungstermine

ÄNDERUNGEN  
VORBEHALTEN

| FS22   |                                       |   | HS22   |                                    |   |
|--|---------------------------------------|---|--|------------------------------------|---|
| CAS Customer Experience Management           | CAS Digital Marketing                 | CAS Marketing- & Corporate Communications | CAS Customer Experience Management                 | CAS Digital Marketing              | CAS Marketing- & Corporate Communications |
| CAS Service Design & Innovation              | CAS Strategisches Marketing           |   | CAS Service Design & Innovation                    | CAS Strategisches Marketing        |   |
| CAS Advanced Digital Marketing               | CAS Behavioral Insights for Marketing | CAS Community & Influencer Marketing      | CAS Content Marketing                              | CAS Digital Brand Management       | CAS Digital Marketing für NPO             |
| CAS Customer-Centric Transformation          | CAS Digital Brand Management          | CAS Digital Commerce                      | CAS Digital Product Management                     | CAS Digital Reputation Management  | CAS Digital Sales & Marketing für B2B     |
| CAS Health Care Marketing                    | CAS Industrial Product Management     | CAS Marketing Analytics                   | CAS Marketing Automation & Artificial Intelligence | CAS Strategisches Kundenmanagement |   |
| CAS Marketing Management für KMU & Start-ups | CAS Marketing Technology              | CAS Pricing & Sales                       |  |                                    |   |
| CAS Swiss Biodesign for Medtech Innovators   | CAS Videomarketing                    |   |  |                                    |   |

FS = Frühlingssemester  
HS = Herbstsemester

dunkelblau = Durchführung jedes Semester  
hellblau = Durchführung 1x / Jahr

Stand 26.10.2021