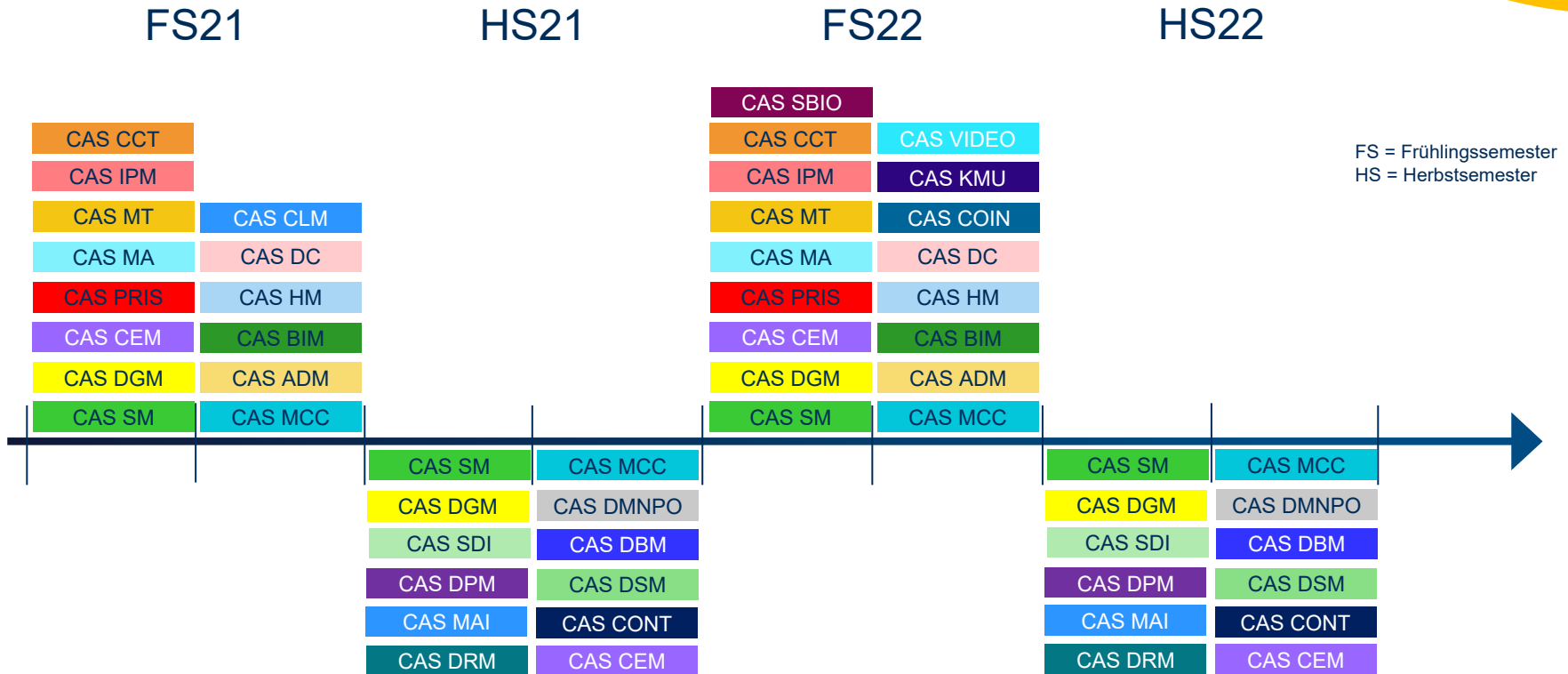


# Zertifikatslehrgänge am Institut für Marketing Management

## Durchführungstermine

ÄNDERUNGEN  
VORBEHALTEN



FS = Frühlingssemester  
HS = Herbstsemester

CAS ADM = Advanced Digital Marketing  
 CAS BIM = Behavioral Insights for Marketing  
 CAS CCT = Customer-Centric Transformation  
 CAS CEM = Customer Experience Management  
 CAS COIN = Community & Influencer Marketing  
 CAS CONT = Content Marketing  
 CAS DBM = Digital Brand Management  
 CAS DC = Digital Commerce  
 CAS DGM = Digital Marketing

CAS DMNPO = Digital Marketing in NPO  
 CAS DPM = Digital Product Management  
 CAS DRM = Digital Reputation Management  
 CAS DSM = Digital Sales & Marketing in B2B  
 CAS HM = Health Care Marketing  
 CAS IPM = Industrial Product Management  
 CAS KMU = Marketing Management für KMU & Start-ups  
 CAS MA = Marketing Analytics  
 CAS MAI = Marketing Automation & Artificial Intelligence

CAS MCC = Marketing- & Corporate Communications  
 CAS MT = Marketing Technology  
 CAS PRIS = Pricing & Sales  
 CAS SDI = Service Design & Innovation  
 CAS SBIO = Swiss Biodesign for MedTech Innovators  
 CAS SM = Strategisches Marketing  
 CAS VIDEO = Videomarketing