

Zertifikatslehrgänge am Institut für Marketing Management

Durchführungstermine

ÄNDERUNGEN
VORBEHALTEN

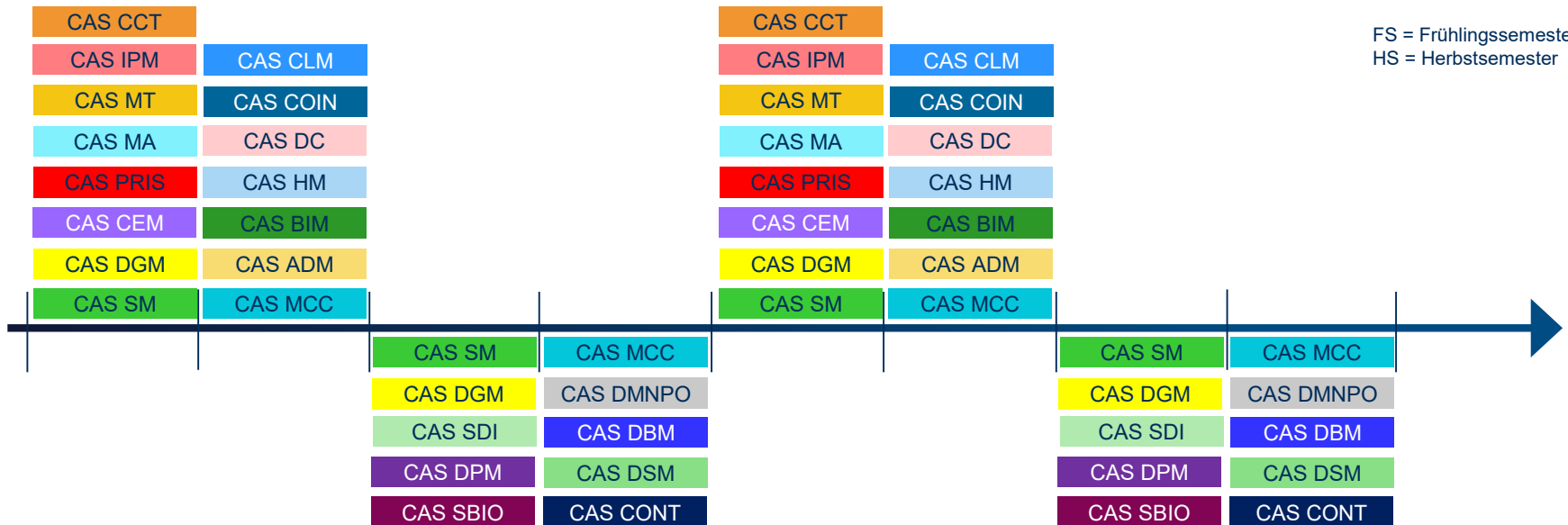
FS21

HS21

FS22

HS22

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 CLM = Customer Lifecycle Mgmt & CCC
 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 DSM = Digital Sales & Marketing in B2B
 CAS HM = Health Care Marketing
 CAS IPM = Industrial Product Management
 CAS MA = Marketing Analytics

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