

Wahlsystem

CAS individuell zum passenden MAS kombinieren.

Zur Erlangung eines MAS-Abschlusses sind jeweils drei CAS-Programme erfolgreich zu absolvieren, davon mindestens zwei aus dem jeweiligen MAS-Programm.

Grundlagen	MAS Communication Management	MAS Brand and Marketing Management	MAS Digital Marketing and Communication Management
CAS Brand Management		Yellow	
CAS Strategic and Corporate Communication	Pink		
CAS Digital Communication and Marketing	Pink	Yellow	Light Green
Vertiefung/Spezialisierung			
CAS Digital Customer Experience		Yellow	Light Green
CAS Marketing and Multichannel Communication	Pink	Yellow	
CAS Design Management	Pink	Yellow	
CAS Content Strategy and Marketing	Pink	Yellow	Light Green
CAS E-Commerce Management		Yellow	Light Green
CAS Product Management and Marketing		Yellow	
CAS Internal and Change Communication	Pink		
CAS Customer Psychology		Yellow	
CAS Digital Analytics in Marketing			Light Green
CAS Digital Media and Campaign Management			Light Green
CAS Brand Journalism and Corporate Storytelling	Pink		