

Wahlsystem

Kombinationsmöglichkeiten: Zur Absolvierung eines MAS sind mindestens zwei CAS des jeweiligen MAS plus optional ein CAS eines anderen MAS zu belegen.

	MAS Communication Management	MAS Brand and Marketing Management	MAS Digital Marketing and Communication Management
CAS Brand Management			
CAS Consumer Behavior and Insights			
CAS Corporate Communication			
CAS Design Management			
CAS Digital Analytics in Marketing			
CAS Digital Customer Experience			
CAS Internal and Change Communication			
CAS Marketing and Multichannel Communication			
CAS Online Communication and Marketing			
CAS Online Media and Campaign Management			
CAS Online Shop and Sales Management			
CAS Product Management and Marketing			
CAS Sales and Distribution Management			
CAS Strategic Communication			
CAS Brand Journalism & Corporate Storytelling			
Wahlmöglichkeiten CAS-Programme	Wahlmöglichkeiten MAS-Programme		

- Wahlmöglichkeiten MAS Communication Management
- Wahlmöglichkeiten MAS Brand and Marketing Management
- Wahlmöglichkeiten MAS Digital Marketing and Communication Management