

# 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 Customer Experience               |  |                                    |  |
| CAS Internal and Change Communication         |  |                                    |  |
| CAS Marketing 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 |  |                                    |  |
| <b>Wahlmöglichkeiten CAS-Programme</b>        | <b>Wahlmöglichkeiten MAS-Programme</b> |                                    |  |

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