

Wahlsystem

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

Wahlmöglichkeiten CAS	Wahlmöglichkeiten MAS		
	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 Internal and Change Communication			
CAS International Marketing and Communication			
CAS Marketing Communication			
CAS Online Communication and Marketing			
CAS Online Customer Management and Integration			
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			

- Wahlmöglichkeiten MAS Communication Management
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