Master’s Programme in Marketing – full-time study

Objectives:
The objectives of the programme are: To provide insight into international and, especially, East and Central European marketing processes. To understand real business problems and their potential solutions. To increase knowledge of institutional and corporate systems and challenges (by inviting guest lecturers from the business world). To enable students to experience market analysis (by practice and by participation in research). To increase ability in the professional communication of knowledge in English (through conference participation and publications). The programme’s curriculum mixes theory with practice and self-directed learning with the tutor-assisted learning to student knowledge and ability.

The programme includes the following specialisations:

- Marketing strategy
- Tourism and Service marketing

These specialisations help students experience the wider dimensions of the economy. They provide professional competence for students:

- To help them find employment at all levels of the business market.
- To enable them to do independent analysis.
- To give them a reliable knowledge for decision making.
- To help them know how to deal with eventual conflicts in business life.

Course structure:

- Number of semesters: 4
- Number of the credit required: 120 study credits
- Number of contact lectures: 1440
- Number of contact lectures (correspondence course): 432

General academic calendar:

Starting in autumn semester:
Application deadline: June 1,
Registration: August
Semester: September – January
Examination period: December - January

Starting in spring semester:
Application deadline: November 1
Registration: January
Spring semester: February - May
Examination period: May - June
Teaching staff:
Lectures by invited experts from the business world are added to the regular teaching sessions.

Application and Admission:
The programme will take a minimum of 10 and a maximum of 30 students. You can follow the actual call for the program in the news on the main webpage.

Online application: http://apply.sze.hu

Application fee: EUR 100 (non-refundable)

Your application will be considered if you transfer the application fee to the bank account of the University and submit all the required documents.

Documents to be submitted to complete the application:

- application form completely filled out. (Please ensure that your personal data appear correctly, as shown on your passport, because that will be the form in which they will appear on your transcripts and degree certificates.)
- a copy of your passport
- an authorized copy of a BSc degree from any higher education already completed that is relevant to your application
- an authorized copy of the general certificate of your education (G.C.E.) or any equivalent secondary high school diploma
- one of the following indications of English-language proficiency:
  (a) TOEFL IBT test score of 90, or PBT score 550,
  (b) Cambridge First Certificate "B",
  (c) ELTS score of 5.0 (required for M.Sc. applications)
  (d) any, with the above listed exams equivalent certificate

- two recent photographs
- curriculum vitae (autobiography/resume)
- Credit requirements for Admission to the marketing ma Programme (further information see below)

NOTE: NOTARIZED ENGLISH TRANSLATIONS ARE REQUIRED FOR ALL WRITTEN DOCUMENTS, EXCEPT YOUR PASSPORT. Notarization is necessary for every school leaving document, even if the original is in English.

Documents must be sent before the application deadline, to the following address:

Széchenyi István University, International Office
H-9026 GY?R
Egyetem ter 1.

Tuition:
All tuition and fees for the first semester must be paid prior to enrolment. At the time of enrolment, you will need to present proof that you have paid your first academic year fee via bank transfer. In case of late or partial payment of tuition fees, the University reserves the right to refuse enrolment.

Tuition fees for the program are as follows:

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<th>For non-EU citizens</th>
<th>For EU citizens</th>
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Graduate tuition and fees, leading to M.Sc. degree for graduates of external higher education institutions

<table>
<thead>
<tr>
<th></th>
<th>EUR 1,500</th>
<th>EUR 1,200</th>
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<td>per semester</td>
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Graduate tuition and fees, leading to M.Sc. degree for graduates of partner universities of SIU

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<tr>
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<th>EUR 1,200</th>
<th>EUR 1,000</th>
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<td>per semester</td>
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Tuition and fees for special students (courses leading to no degree)

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<th>EUR 50/credit points</th>
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<td>(min. 12 lessons per week)</td>
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Accommodation and living expenses are additional and are paid by the applicants.

For further information, please contact the International Office:

Address: 9026 Győr, Egyetem tér 1, Hungary
Tel: +36/96/503-418
Fax: +36/96/613-560
Office time: Monday–Thursday: 9.00 a.m. – 12.00 a.m.

e-mail: information@sze.hu

Credit requirements for Admission to the marketing MA Programme

For the admission to the Marketing MA programme, 30 credits are required in a special field of knowledge determined by the Hungarian Accreditation Committee.

Based on this regulation, the applicant should attach a certificate showing successful completion of the following courses (a total of at least 30 credits and the minimum shown in each group):

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<tr>
<th>Basics of methodology</th>
<th>8-12 credits</th>
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<tbody>
<tr>
<td>Mathematics</td>
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<td>Statistics</td>
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<td>Informatics</td>
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<th>Basics of theoretical economics</th>
<th>8-12 credits</th>
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<tr>
<td>Microeconomics</td>
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<td>Macroeconomics</td>
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<td>International economics</td>
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<th>Basic knowledge of the specialisation (professional knowledge)</th>
<th>10-14 credits</th>
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<tr>
<td>Business economics</td>
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<td>Corporate finance</td>
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<td>Marketing</td>
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<td>Accountancy</td>
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<td>Human resources</td>
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<td>Management</td>
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<td>Management-leadership</td>
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Previous coursework will be reviewed, and the applicant will get a decision about the adequacy such coursework.

Before initiating the application procedure, please send by e-mail or fax the request form and the scanned documentation (certificate of completed courses and course descriptions).
All these documents should be in English.

Form for the request is available here.

The filled paper should be sent to the manager of the programme:  
gerseig@sze.hu