The aim of the MSc Marketing programme is to give participants an insight into both Hungarian and international marketing processes. They learn to carry out analytical tasks independently, to give greater accuracy to decision-making processes and to handle the complexities of domestic and international marketing issues by familiarizing themselves with the needs and desires of consumers in diverse sectors of the market.

To familiarize them with real business problems and possible solutions, there are opportunities for professional visits to businesses and in order to ensure a greater insight into institutional structures, external lecturers are regularly invited to give presentations. The high number of practical sessions and research tasks in the curriculum provide participants with ample opportunities for routine analysis and students are strongly encouraged to make contributions to the department’s research processes. Importantly, the programme also equips them with vital communication skills in foreign languages. This programme strives to achieve the development of students’ skills through the combination of theoretical and practical education, by encouraging training on an individual basis, and by employing a close mentor–student collaboration in the tutorial system.

Specialization:
None

Structure of studies

The total number of credits needed to complete the programme is 120 credits. The courses of the programme are divided into three categories: compulsory courses (95 credits), thesis courses (15 credits) and elective courses (10 credits).

Language requirements

English as a primary language of instruction: automatic acceptance. Otherwise, one of the following indications of English-language proficiency: (a) TOEFL IBT test score of 66, or PBT score 513, (b) Cambridge First Certificate "B", (c) IELTS score of 5.5(d) any official certificate equal to the above mentioned

Academic requirements

An authorized copy of a BSc degree from any higher education already completed that is relevant to your application

Tuition fee

3,000 EUR/semester

Application fee

100 EUR/ application