

MSc Marketing

Name of degree programme: Marketing MSc

Academic level of degree: Master

Qualification obtained: Economist in Marketing (MSc)

Duration of degree programme: 4 semesters

Necessary no. credits for degree: 120 credits

Curriculum (beginning in **Autumn** semester)

(For description of courses please click course code)

Compulsory courses:

	Neptun code of course	Name of course	lessons / week	seminars / week	assessment type	credit points	semester
1	AKNM_NKTA018	Intercultural Manager Communication	2	2	v	6	1
2	KGNM_GETA025	Advanced Corporate Finance	0	2	v	4	1
3	KGNM_MMTA009	Marketing Management	2	2	v	6	1
4	KGNM_MMTA027	International and Intercultural Marketing	1	2	v	5	1
5.	KGNM_MMTA086	Planning and Resources of Integrated Marketing Communication	2	2	v	6	1
6.	KGNM_NETA019	Market Theory	2	2	v	6	1
7.	DKNM_KATA022	Business and Competition Law	2	0	v	4	2
8.	KGNM_GETA019	Research Methodology	0	2	v	4	2

9.	KGNM_MMTA014	Advanced Strategic Management	2	0	v	4	2
10.	KGNM_MMTA018	Service Marketing and Management	2	2	v	6	2
11.	KGNM_MMTA072	Marketing Research, Environmental and Market Analysis	2	2	v	6	2
12.	KGNM_NETA009	Theories of Economics	2	0	v	4	2
13.	KGNM_MMTA012	Process Management	2	0	v	4	3
14.	KGNM_MMTA024	Product and Brand Strategies	2	0	v	4	3
15.	KGNM_MMTA029	Marketing Information, Decision-Supporting and Controlling System	0	2	v	4	3
16.	KGNM_MMTA077	Marketing Strategy	2	2	v	6	3
17.	KGNM_MMTA198	Thesis Consultation I. (Master Programme)	0	0	f	5	3
18.	KGNM_MMTA016	Consumption Theory and Consumer Behaviour	2	0	v	4	4
19.	KGNM_MMTA020	Media Knowledge and Public Relations Planning	2	2	v	6	4
20.	KGNM_MMTA022	Supply Chain Management	2	2	v	6	4
21.	KGNM_MMTA199	Thesis Consultation II. (Master Programme)	0	0	f	10	4

Hungarian Language (compulsory)

Nr.	Neptun code of course	Name of course	lessons / week	seminars / week	assessment type *	credit points
1	KGNB_NOKA036	Hungarian Language & Culture 1	0	3	a	0
2	KGNB_NOKA037	Hungarian Language & Culture 2	0	3	a	0

Free optional courses

10 credit points should be obtained from this group of courses.

Nr.	Neptun code of course	Name of course	lessons / week		seminars / week	assessment type *	credit points
1	AKNM_SSTA131	Sociology of the consumption society	1		1	v	4
2	GKNM_INTA061	Enterprise Resource Planning	0		4	v	6
3	KGNB_NOKM024	Exchange Course 4.	0		0	f	5
4	KGNM_MMTA063	Business Statistics and Data Mining	2		2	v	4
5	KGNM_MMTA079	Advanced Human Resource Management	2		2	v	6
6	KGNM_MMTA081	Making Complex Marketing Plans	0		2	v	4
7	KGNM_MMTA083	Business Competence Training	0		4	f	5
8	KGNM_NETA028	Global Economics	2		0	v	4
9	KGNM_VKTA003	Leadership and Organizational Communication	2		2	v	5

*** type of assessment**

f - evaluation based on student's performance and work during the semester

v - evaluation based on student's exam grade in a 5-grade system:

excellent (5) – good (4) – satisfactory (3) – passed (2) – fail (1)

Please find details of **thesis** and **final exams** on: http://kgk.sze.hu/en_GB/thesis-final-exam

Programme supervisor: Dr László Józsa



CV: <https://admissions.sze.hu/images/cv/CV-Prof.%20Dr.%20L%C3%A1szl%C3%B3%20J%C3%B3zsa%203.pdf>

Information about **admission procedure:** <http://admissions.sze.hu/>