



Welcome to the Marketing Master Programme!

Welcome to the Széchenyi István University Marketing Master's Programme! We're delighted to have you join our vibrant and dynamic community of future marketing leaders.



by Adrienn Dr. Dernóczy-Polyák
Leader of Marketing Master Program



About the Program

The SZE Marketing Master Program is designed to equip you with the latest knowledge and skills in marketing. You'll gain a comprehensive understanding of marketing principles, strategies, and tools.

Aim

is to give participants an insight into both Hungarian and international marketing processes

Responsible Faculty

Kautz Gyula Faculty of Business and Economics

Hands-on Learning

You will learn to carry out analytical tasks independently, bring greater accuracy to decision-making processes and deal with the complexities of national and international marketing issues by familiarising yourself with the needs and desires of consumers in different market sectors.



Curriculum Overview

The curriculum is structured to provide a comprehensive foundation in marketing. It covers various aspects of marketing, including digital marketing, branding, consumer behavior, and marketing analytics.

1 Fundamental Marketing

Learn about theory, management, service and research

2 Branding and communication

Explore the most effective intercultural or integrated communications for brand strategy, brand identity and brand management.

3 Marketing Analytics

Gain expertise in using data to measure marketing performance and optimise campaigns, or simply to understand the problem.

Career Opportunities

The marketing industry is booming, offering diverse career paths for graduates. With a Marketing Master's degree, you'll be well-prepared for various roles in agencies, corporations, and startups.

Marketing Manager

Lead marketing strategy and execution for a company or brand.

Communications Marketing Specialist

Develop and implement marketing campaigns across various platforms.

Brand Strategist

Shape and communicate a brand's vision and identity.



Student Resources

The SZE Marketing Master Program is committed to providing students with comprehensive support to help them succeed. You'll have access to various resources, including career services, academic advising, and mentorship programs.

Career Services

Provides guidance on resume building, job search strategies, and interview preparation.

Mentorship Programs

Connects students with industry professionals who provide guidance and career insights.

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3

Academic Advising

Offers support and guidance on course selection, program requirements, and academic progress.

Campus Life

SZE offers a vibrant campus life with a diverse community of students and faculty. You'll have opportunities to participate in various clubs, events, and social activities.

1

Student Clubs

Join clubs related to marketing, business, or other interests.

2

Campus Events

Attend workshops, conferences, and networking events.

3

Social Activities

Participate in sports, arts, and cultural activities.



- ÚT** Új-Tudástér épület
New-Knowledge Centre
- A, B, C, D** Tanulmányi épületek
Academic Buildings
- K2, K3, K4** Hegedűs Gyula Kollegium
Hegedűs Gyula Hall of Residence
- K0, K1** Multifunkciós épület
Multifunctional Building
- E** Épület
Building E
- L1, L2, L3** Laborépület
Laboratories
- G** Építész Műteremház
Architect Atelier

- S1** Győr Városi Egyetemi Csarnok
University Sports Hall
- S2** Kosárlabda Edzőcsarnok
Basketball Training Hall
- IS** INNO-SHARE épület
INNO-SHARE Building
- LIB** Egyetemi Könyvtár és Levéltár
University Library and Archives
- IG** Igazgatási épület
Administration Building
- I** INOK - Idegen Nyelvi Oktatási Központ, Magyar Posta
INOK - Centre of Foreign Languages, Post Office

- F2** Csomagolás és Környezetállósági Vizsgálólaboratórium
Packaging and Environmental Testing Laboratory
- J** Épület
Building J
- MOBILIS** Mobilis Interaktív Kiállítási Központ
Mobilis Interactive Exhibition Centre
- BMT** Belsőégésű Motorok és Járműhajtások Tanszék
Department of Internal Combustion Engines and Propulsion Technology
- MC** Menedzsment Campus
Management Campus
- ♿** Akadálymentes bejáratok, liftek
Public Car Parks
- ps, pe** Nyitott parkolónak
Public Car Parks



Networking and Extracurricular Activities

Networking is essential for success in the marketing field. The program provides ample opportunities for students to connect with industry professionals, alumni, and fellow classmates.



Industry Events

Attend industry conferences and workshops to expand your network and learn about the latest trends.



Alumni Mentorship

Connect with SZE alumni who work in various marketing roles to gain valuable insights and career advice.



Student Clubs

Join clubs related to marketing or other fields to network with peers and build relationships.

Next Steps and Q&A

We encourage you to reach out to us with any questions or concerns. We're here to support you every step of the way.



Program Information

For more information on the curriculum, faculty, and career opportunities see our website

Campus Tour

Join a campus tour to explore our facilities and get a feel for the SZE environment.

Contact

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