



PIFIS

**University:** Corvinus

**Program:** MSc in Marketing

**Preparatory Price:** 5500€ in total

**Entry requirements to preparatory program:** English level: min. A2,  
Good high school grades

**MSc Description:** In the MSc Marketing, you will study about theories that explain consumer choice and will practice analytical skills to obtain actionable consumer insights. You will learn how to apply the concept of customer experience and use tools to implement effective social media campaigns. You will have a firm understanding of organisations and marketing processes and know how to implement customer orientation. You will benefit from studying contemporary modules, such as Customer Relationship Management, Global Marketing and Digital Marketing, which will enrich your professional outlook and allow you to unleash your full potential as a marketing specialist.

As a graduate you will obtain positions in global business, online marketing and trade in sectors like FMCG (fast-moving consumer goods), IT/telecommunications, media and more. You could excel working for an SME (small and medium enterprise), NGO (non-governmental organisation), MNC (multi-national company) – public or private sectors, anywhere in the world - we will show you how!

For admission onto the MSc Marketing programme, you will typically hold a business or marketing related degree. We accept applicants from other academic backgrounds who meet the compulsory credit requirements stated below.

**Entry requirements to MSc program:** Min. 785 points on the final TOEIC exam  
Passing the oral entrance exams  
BSc/BA diploma from a relevant field