



PIFIS

University: Corvinus University of Budapest

Program: MSc in Marketing

Duration: 4 semesters

Tuition fee: 3700 EUR/semester

Application fee: 75 EUR

Entry requirements to the program: Bachelor degree
CV

Motivation letter

Minimum level of language proficiency (A1-C2): B2

Passing the math exam

Description of the program: Immerse yourself in the world of marketing and become a specialist by building on business fundamentals learnt in your previous studies or professional life.

In our MSc Marketing, you will scrutinise consumer behaviour. You will examine the concept of customer experience and use tools to implement effective social media campaigns. You will join practical, real-life projects, supported by global and local companies, including Procter & Gamble and Starschema, in partnership with Corvinus.

Career prospects -Brand and Product Manager

-Marketing Specialist

-Market Researcher

-Advertising Manager

-Media Planner.

University website: <https://www.uni-corvinus.hu/post/landing-page/international-application-to-corvinus-university-of-budapest/marketing/?lang=en>