



PIFIS

**University:** Corvinus University of Budapest

**Program:** MSc in Marketing Strategy and Innovation

**Duration:** 2 semesters

**Tuition fee:** 5400 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

Meet the credit requirements

**Description of the program:** The one-year Marketing Strategy and Innovation master trains future marketing managers who are able to make complex marketing strategy decisions in the various sectors and company types of business life, in both local and international markets. Our objective is to make sure that our graduates can perform marketing expert and marketing manager tasks and represent high-level marketing competencies within an organisation.

**Career prospects**

- Brand Manager
- Media Planner
- Copy Writer
- Head of Advertising and Promotions
- Ecommerce Specialist

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