



PIFIS

University: Budapest Metropolitan University

Program: BSc in Commerce and Marketing

Duration: 7 semesters

Tuition fee: 3300 EUR/semester

Application fee: 100 EUR

Entry requirements Completed secondary school studies

to the program: GPA: above 60% - annually and in the final exam

Intermediate command of English (equivalent to IELTS 5.5+ or TOEFL 69+ level, but no certificate required)

For BSc programs: high school math grade above 60%

Description of the program: Marketing is essential in every aspect of life - we are surrounded by brands that influence our decisions, and in certain situations, we can only succeed if we learn how to sell our personal brand. Commerce and Marketing provides fundamental business and economic knowledge, offering an unrivalled range of potential directions in career and further training. Students can develop their skills during practical training in groups, with the guidance of recognized industry experts, through tasks provided by leading companies. The areas of marketing, PR, advertising and communication are all open highways for our graduates.

Career prospects expert working for the commerce and marketing departments of multinational and national companies
expert working for advertising and PR agencies
manager of start-up businesses
executive or marketing professional of small and medium enterprises
expert in the non-profit sector

University website: <https://www.metubudapest.hu/programs/commerce-and-marketing-bsc>