



PIFIS

University: Budapest Metropolitan University

Program: BSc in Commerce and Marketing

Preparatory Price: 5500€ in total

Entry requirements to preparatory program: English level: min. A1,
Good high school grades

BSc Description: Marketing is essential in every aspect of life – we are surrounded by brands which influence our decisions, and in some situations, we can only be successful if we learn how to sell our personal brand. Commerce and Marketing provides fundamental business and economic skills that offer an unrivalled range of possible career and further education paths. Students can develop their skills during practical trainings in small groups under the guidance of recognized industry experts. The fields of marketing, PR, advertising and communication are all open pathways for the graduates.

The first few semesters will focus on understanding the economic, social, and technological environment, to give you a solid basis as a future economist. You will also learn about how to establish and manage a company with success. The main focus of your studies will be the basics of trade and marketing, you will learn about the different fields of marketing (advertising, digital marketing, Public Relations, event marketing etc.) through practical examples, case studies, and projects.

Entry requirements to BSc program: Min. 605 points on the final TOEIC exam
Passing the final math exam
High School Math grade above 60%