



PIFIS

University: Budapest Metropolitan University

Program: MSc in Marketing

Duration: 4 semesters

Tuition fee: 3500 EUR/semester

Application fee: 100 EUR

Entry requirements to the program: Undergraduate diploma or higher (The entry qualification documents are accepted in the following languages: English / Hungarian.)

Intermediate command of English (Applicants who do not meet the minimum language requirements have to start their studies with an English Language Preparatory Program.)

Motivation letter (1500 - 4000 characters)

GPA: overall above 60%

Description of the program: Marketing is an exciting and diverse world. In this master's program, we present the newest trends in the profession in order to provide a deeper understanding of marketing processes and an overview of the latest developments. In addition, you gain new perspectives that prepare you to adapt to the ever-changing business environment quickly and creatively and, to find the most appropriate solutions in accordance with the brand and the target group.

Career prospects senior professional at the commerce and marketing departments of multinational companies
salesperson, sales professional
senior professional at advertising and PR agencies, consulting companies
head of your own agency
freelance marketing professional

University website: <https://www.metubudapest.hu/programs/marketing-msc-1>