



PIFIS

**University:** Budapest Business University

**Program:** BA in Communication and Media Science

**Duration:** 6 semesters

**Tuition fee:** 2750 EUR/semester

**Application fee:** 150 EUR

**Entry requirements to the program:** High school / secondary education (or higher)

**Description of the program:** The aim of this programme, recognised by Chartered Institute of Public Relations (CIPR), is to train communications professionals who understand the full spectrum of the media market, with special emphasis on the principles and practices of news and programming and the tools of digital communications in the functioning and institutional systems of both the private sector and public administration. Graduates will not only possess the most advanced theoretical knowledge with respect to new media (web 2.0), e-communications, and digitization but will also be able to apply those skills to their respective work situations.

**Career prospects** Our graduates will be able to work in positions ranging from the PR and communication departments of multinational companies to communication specialists of government agencies, as journalists and experts in online and print media, as well as radio and TV editors and broadcasters. Employers looking for professionals in the labour market are happy to choose our graduates because they have useful, practical skills in addition to theoretical knowledge. Our graduates can also stand on their own in the areas of public information, information analysis and planning and event management.

**University website:** <https://international.uni-bge.hu/communication-and-media-science/>