



PIFIS

University: Budapest Business University

Program: MSc in Marketing

Duration: 4 semesters

Tuition fee: 3000 EUR/semester

Application fee: 150 EUR

Entry requirements Undergraduate diploma (or higher)

to the program: Motivation letter

Description of the program: The aim of this programme is to train marketing professionals who will be able to carry out marketing activities in various business and non-business organizations, institutions, and enterprises. With the acquired theoretical and practical knowledge, the graduates will be able to develop a marketing strategy, manage marketing activities and projects in a broad sense, manage various projects, processes, and professional programs, develop and apply marketing tools, and coordinate the implementation of tasks.

Career prospects Job opportunities exist in the following positions at Hungarian and foreign SMEs, multinational corporations and international organizations:

International trade (procurement) manager

Market researcher and market analyst

International marketing strategic planner

International marketing consultant

Brand manager

Marketing controller

University website: <https://international.uni-bge.hu/marketing/>