



PIFIS

University: Budapest Business School – University of Applied Sciences

Program: BSc in Commerce and Marketing

Preparatory Price: 5500€ in total

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

BSc Description: The Commerce and Marketing program has a long-standing tradition and market-leading features in the field of marketing and commerce education. Its aim is to release professionals with up-to-date business knowledge, expertise, and skills to the labour market, who are able to perform the procurement and sale of various products and services in a demand-driven manner. Students graduating from this program will be able to manage the commercial, logistics, and marketing activities of SMEs and large enterprises. The program is offered by two different faculties, the difference between the two being the specialisations available. The Faculty of International Management and Business focuses on marketing communication and digital marketing activities, marketing practices, for-profit enterprises and non-profit organisations, and the further expansion of the related knowledge and skills. The focus of the Faculty of Commerce, Hospitality and Tourism is to further deepen the students' skills and knowledge related to trade, management, logistics and marketing activities and practices related to commerce, domestic and international trade, and service processes. The program provides sufficiently deep theoretical knowledge for continuing one's studies within the framework of a master's degree program.

Entry requirements to BSc program: Min. 605 points on the final TOEIC exam
Final math exam passed with at least 50%