



PIFIS

University: Budapest Business University

Program: BSc in Commerce and Marketing

Duration: 7 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: Our Commerce and Marketing Programme has a long-standing tradition and market-leading features in the field of marketing and commerce education. Its aim is to prepare students who are professionals with up-to-date business knowledge, expertise, and the skills necessary for the labour market, and who will be able to perform the procurement and sale of various products and services in a demand-driven manner. Students graduating from this programme will be able to manage the commercial, logistics, and marketing activities of SMEs and large enterprises. The programme is offered by The Faculty of Commerce, Hospitality and Tourism. Here we focus on omnichannel commerce, traditional and digital commerce, management, logistics, and marketing activities and practices related to domestic and international commerce and service processes, as well as the further expansion of related knowledge and skills.

Career prospects

- Commercial businesses
- Marketing or marketing communication agencies
- Logistics service providers
- Middle and senior management positions at sales, logistics, and marketing departments of for-profit businesses
- Management of the marketing activities of non-profit organisations

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