



PIFIS

**University:** Budapest Business School – University of Applied Sciences

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

**Preparatory Price:** 5000€ in total

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

**BA Description:** 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.

The Communication and Media Studies graduates will be able to:

- Understand and use all elements of social media, e-communication and digitalization,
- Know and understand the operational mechanisms of social phenomena and their sub-systems examined by communication and media studies,
- Know the most important factors of the social, structural, economic and political processes determining the field of communications and media,
- Confidently manage print and digital literature resources, social science and media research databases and the tools for their operation and effectively process new knowledge in their field.

**Entry requirements to BA program:** Min. 605 points on the final TOEIC exam  
Passing the oral entrance exam