MSc IN MARKETING MASTER PROGRAM

Faculty responsible for the program: Corvinus Business School
Program director: Dr. András Bauer
Name of the program: Marketing
Level of studies to be achieved and profession as given in the diploma:
- level of studies achieved: second cycle in higher education (magister, master; abbreviation: MSc)
- professional qualification: Economist in Marketing
- professional qualification as given in Hungarian: okleveles közgazdász, marketing szakon
Field of training: business administration
Branch of training: marketing
Duration of training: 4 semesters
Number of credits to be achieved in the frame of the program: 120 credits

Program aims, description and major learning outcomes:
This program has been designed to enable participants to understand how marketing creates value for the firm, to be able to draft marketing plans, and to master the functional processes of marketing. Participants receive comprehensive marketing knowledge as well as the opportunity to specialize in different areas. Based on the realization that functional divisions are becoming blurred, and silo-thinking creates only limited value, the Corvinus MSc in Marketing offers the opportunity to benefit from the full range of joint core subjects shared with other master programs including managerial courses in quantitative methods, business economics, leadership, managerial accounting, corporate finance, business law and marketing management. The Marketing Master offers foundation courses including marketing research, marketing communication, consumption theory and marketing strategy. An additional two subjects can be selected from product and branding policy, distribution system, intercultural marketing, supply chain management and value creation processes.

Students completing the program will have an in-depth knowledge on the
- trends of development at various levels that influence the social-, economic-, and market
  environment, their mechanisms and organizations and the theory of the relevant processes;
- way the European Union works, as well as the professionally relevant guidelines and
  regulations;
- workings of the marketing system, the methods of creating value, and measuring and
  increasing of value;
- overall categories of business economics, the methods of measuring output and its correlation
  with the field of marketing;
- correlation between value creating marketing processes and innovation;
- methods of measuring and analysing the various sections of marketing;
- methods of the advanced quantitative evaluation of data (economic, econometric,
  mathematical-statistical);
- techniques of solving complex problems;
- methodology of intercultural research;
- processes and methods of marketing planning;
- organizational forms and processes of ensuring a consumer oriented approach;
- national and international professional publications in the above mentioned fields;
- the research method appropriate for the requirements of the chosen PhD program.

Graduates of the program will be able to
- understand the company's value creating activities and to participate in the elaboration of the company's business strategy;
- determine the performance indicators of the marketing, trade and logistical processes and analysing the financial and non-financial performance indicators;
- provide an in-depth analysis of the market phenomena;
- elaborate marketing programs and plans and supervising the planning process;
- to manage certain branches within marketing (e.g. product/brand management, product development, advertising, sales, consumer sales, pricing, research, etc.) and also to act as an expert in these fields;
- participate in the organizational cooperation and or supervise intra-organizational projects;
- participate in marketing-specific international cooperation;
- conduct business negotiations efficiently.

Requirements for working in the field of studies
- ethical conduct;
- talent for leadership;
- motivation;
- empathy for other cultures and the approach to the diverse branches of marketing;
- creative problem solving ability and creativity;
- efficiency in project management and organization;
- openness in social and moral questions;
- talent for conflict resolution;
- openness for cooperation;
- the ability to take responsibility for your own and others' work.

The relevant subject areas:
- **Foundation subjects**: 30 credits
  - Modern economic managerial economic theories, decision theory, methodology, leadership and organizational behaviour, strategic management, financial management, managerial accounting, marketing management, business law,
- **Core (marketing) compulsory subjects**: 42 credits
  - Marketing research, consumption theory, business communication strategy, marketing strategy.
  - Core subject electives (2 to be taken from): product and brand management, distribution system, intercultural marketing, supply chain management, logistics, purchasing.
- **Compulsory electives or modules**: 30credits
  - Possible modules: marketing management or tourism management)

Requirements for admission to the program:
- Proof of English language proficiency
  - TOEFL iBT 83 or above, or
  - IELTS overall band 6.5 or above or
equivalent English language proficiency tests (SESOL Grade 11 or 12, TELC C1, ECL C1, BEC Higher C, LCCIEB Level 2, Skills for Life Level 1
(Native speakers and applicants who have completed their bachelor and/or master level studies in English will be exempt from providing proof of English language proficiency)

- Written exam in Business Economics and Statistics
- Personal interview
Study abroad opportunities:
Corvinus Business School’s programmes in which the medium of instruction is English, including the MSc in Marketing, have an international student body. Each semester CBS hosts over 500 foreign students from over 50 countries. In addition to this, however, we also consider it extremely important to ensure that, further to their studies at the Corvinus University of Budapest, students also spend a semester abroad, if possible, to further expand their international experience. We fully support them in this endeavour (in addition to the Erasmus+ program for which all degree students are eligible, Corvinus Business School also has a large number bilateral exchange programs, and students are also allowed to organize their study abroad period individually, should they so wish).

Students in the MSc in Marketing programme have the unique opportunity to integrate their studies with the CEMS MIM program. CEMS MIM is continuously listed amongst the top 5 master programs in management according to the Financial Times rankings. It is a 65 ECTS global consortium degree among 27 universities, where students spend one semester at a consortium partner during their studies. CEMS MIM is fully integrated into the Marketing MSc. program as an elective module so students can complete their course work during the four-semester time frame of the MSc.

Admission to the CEMS MIM is conditional on admission to the MSc in Marketing; however, it is a separate process with different conditions. Also the program involves additional costs (e.g. travel) from the participants. Awarding the CEMS MIM degree is conditional on the completion of the Marketing MSc. Together the two degrees offer excellent international employability to graduates.

Preparation for Research and Development and PhD studies
The MSc in Marketing prepares students primarily for the PhD programs offered by Corvinus Business School
## Curriculum - MSc in Marketing

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<tr>
<th>Course</th>
<th>Type</th>
<th>Grading</th>
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### 1st year

#### Foundation and core courses

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Total credits: 30

#### Core courses

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Total credits: 12

Total credits: 18

### 2nd year

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Total credits: 12

Total credits: 18

#### MANDATORY COURSES

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Total credits: 18

#### OPTIONAL COURSES (Kötelezően választható tárgyak)

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