



## MARKETING MASTER'S PROGRAM

**Valid:** For students starting their studies in the 2020/2021/1 semester

**Updated:** 24/09/2021

### General Informations:

**Person responsible for the major:** Dr. András Bauer, professor

**Place of the training:** Budapest

**Training schedule:** full-time, evening

**Language of the training:** Hungarian, English

**Is it offered as dual training:** no

### Specializations:

No specialisation.

### Training and outcome requirements

1. **Master's degree title:** Marketing
2. **The level of qualification attainable in the Master's programme, and the title of the certification:**
  - qualification level: master- (magister, abbreviation: MSc)
  - qualification in Hungarian: okleveles közgazdász marketing szakon
  - qualification in English: Economist in Marketing
3. **Training area:** economics
4. **Degrees accepted for admittance into the Master's programme:**
  - 4.1. **Accepted with the complete credit value:** from the economic sciences field, the Economics and Management, Commerce and Marketing, International Economics, and Finance and Accounting undergraduate degrees, and from the technical field, the Technical Management undergraduate degree.
  - 4.2. **May be primarily considered with the completion of the credits defined in section 9.4:** from the economic sciences field, the Human Resources, Tourism and Catering, Applied Economics, and Vocational Instruction in Public Service and Business undergraduate degrees.
  - 4.3. **May also be considered with the completion of the credits defined in section 9.4:** undergraduate and Master's courses and courses as defined as per Act LXXX of 1993 on higher education that are accepted by the higher education institution's credit transfer committee based on a comparison of the studies that serve as the basis of the credits.
5. **Training duration, in semesters:** 4 semesters
6. **The number of credits to be completed for the Master's degree:** 120 credits
  - degree orientation: balanced (40-60 percent)
  - thesis credit value: 15 credits
  - minimum credit value of optional courses: 6 credits
7. **International Standard Classification of Education field of education code:** 342





## **8. Master's degree training objectives and professional competences**

The objective of the programme is the training of marketing experts who perform marketing activities in various business and non-business organisations, institutions, and enterprises. With their attained theoretical and practical skills, they are capable of developing a marketing strategy, managing various marketing activities and projects, various organisations, processes, and professional programmes, defining the content of the necessary marketing tools, coordinating the execution of tasks, communication with internal and external functions and organisations. Is capable of communicating in written, oral forms, and modern infocommunication tools in two foreign languages. They are prepared to continue their training at the PhD level.

### **8.1. Attained professional competences**

#### **8.1.1. The economist with a marketing degree has**

##### **a) knowledge**

- Has mastered the concepts, theories, processes, and characteristics of economic science and the micro and macro organisational levels of economy, knows the definitive economic facts.
- Understands the structure, operation, and Hungarian and international relationships of business organisations, their information and motivational factors, especially the institutional environment.
- Knows the European integration process and European Policies related to its activity.
- Knows the modern and theoretically demanding mathematical-statistical, econometric,
- and modelling methods of problem recognition, definition, and solution and information gathering and processing, and is aware of their limitations.
- Knows the rules for planning and managing enterprises, business organisations, and projects, and their professional and ethical standards.
- Knows the general and specific characteristics, limits, and most important directions of development of the marketing fields, as well as their relationships to related fields. Knows the interrelationships, theories, and underlying terminology of the marketing field.
- Knows the characteristic research (learning and problem solving) methods, abstraction techniques, the ways of developing practical aspects of theoretical quevenings of his/her marketing specialisation, and methods of planning, measuring, and analysing marketing sub-fields.
- Knows the resource-based theories of marketing strategy, the analytic methods of strategic management, and the theoretical bases and analytic methods of further marketing fields (e.g. sale management, marketing engineering, qualitative research, creative design).
- Knows the vocabulary of the specialist marketing field and the characteristics, most important forms, methods, and techniques of written and oral communication in his/her native language and a foreign language.
- Knows the relationship of value-creating marketing processes and innovation.
- Knows the organisational forms and processes of the realisation of customer orientation. Knows and understands theories that explain consumer choice and the social role of consumption.
- Knows and understands the quantitative and qualitative analytic and software-supported multivariate methods of marketing research, and corporate database handling and analysis for marketing uses.



#### **b) skills**

- Formulates independent, new deductions, original thoughts, and approaches, is capable of utilising sophisticated analytic and modelling methods, of creating strategies for the solution of complex problems, and of making decisions in dynamic Hungarian and international environments and corporate cultures.
- After attaining practical knowledge and experiences, leads medium and large enterprises or complex organisational units, performs a comprehensive economic function in a business organisation, organises and manages complex business processes, manages resources. Is capable of efficient work in an international, multicultural environment.
- Is capable of performing a detailed analysis of various theories that make up the knowledge base of his/her specialist marketing field and a synthesising formulation of comprehensive and special interrelationships.
- Is capable of identifying special professional issues with a diverse, interdisciplinary approach, and discovering and formulating the detailed theoretical and practical background required for their solution.
- Uses the knowledge mediation techniques of the marketing field and processes Hungarian and foreign language publications at a high level.
- Develops a unique viewpoint based on his/her own analysis and defends it in debate, is capable of developing strategies for solving complex issues, planning solutions, and making decisions.
- Participates in economic processes, projects, group work; as a leader, plans, manages, organises, coordinates, and evaluates activities. Is capable of managing and operating his/her own enterprise with the attained knowledge and experience.
- Is capable of preparing independent analyses and propositions for management boards.

#### **c) attitudes**

- Has a critical attitude towards the work and behaviour of him/herself and any subordinates, is innovative and proactive in managing economic issues. Is open to new results of economic science and practice.
- Is characterised by a cultured, ethical, and objective intellectual approach to persons and social issues, in his/her work, pays attention to the wider range of sectoral, regional, national, and European values (including social, ecological, and sustainability considerations).
- Strives to improve his/her knowledge and work relationships; motivates, helps, and supports any colleagues and subordinates to do the same.
- Takes on the comprehensive and special relationships and professional identity that make up the special character and personal and community role of his/her specialist marketing field.
- Conveys the comprehensive and detailed issues of the trade with authenticity.
- Strives to make decisions with complete consideration for laws and ethical standards in strategic decision-making situations that require new, complex approaches, and unexpected situations.
- Takes initiative in ensuring that the profession serves the community. Possesses a highly developed identity in the trade of marketing and dedication to the trade, and represents it in the profession and a wider audience in society.



#### **d) autonomy and responsibilities**

- Independently selects and utilises relevant problem-solving methods in areas important for organisational policy, strategy, and management, performs financial analysis, decision-preparation, and consulting tasks independently.
- Independently creates, organises, and manages major enterprises, or major organisations and organisational unity.
- Takes responsibility for his/her own work, the organisation or enterprise under his/her control and the employees thereof.
- Independently identifies, plans, and organises the professional and general development of his/herself and any employees and takes responsibility for them.
- Independently represents his/her developed professional opinion in previously known decision-making situations. Takes responsibility for the environmental and social effects in new, complex decision-making situations.
- Joins research and development projects, in the project group, utilises theoretical and practical skills and knowledge in order to reach the goal autonomously, cooperating with the rest of the group.
- Takes initiative and responsibility towards colleagues and employees in social and public issues.

### **9. About the Master's programme**

#### **9.1. Professional properties**

##### **9.1.1. The scientific fields and areas that the training is based on are:**

- economic and social science studies (modern economic theories, decision theory and methodology studies, business and management of organisations and enterprises, strategic management, financial management, issues in marketing management, planning and managing value creating and logistical processes) 25-40 credits;
- Marketing Studies [environmental and market analysis planning and execution, planning marketing research, its methodology, marketing information and decision support systems, consumption theory and consumer behaviour analysis, distribution management, sales process management, supply chain management, product and brand management, integrated marketing communication, communication strategy and its tools, economic and competition law studies, marketing strategy planning and execution, marketing-controlling, intercultural and international marketing studies, social science methodologies, learning and applying cutting-edge professional results] 30-40 credits.

9.1.2. The ratio of credits of optional specialisations and professional modules in the programme: 30-45 credits.

#### **9.2. Foreign language requirements**

To obtain a master's degree, the student must have at least one intermediate "B2" complex type state-recognized English language examination, or a intermediate "B2" complex type language examination in another living foreign language accepted by the relevant field of study, or a state recognized upper level (C1) complex type general foreign language examination or an equivalent high school graduation certificate or diploma is required).

#### **9.3. Internship requirements**

The programme may be accompanied by internship. The internship requirements are defined by the programme's curriculum.



**9.4. For persons with degrees defined in sections 4.2 and 4.3, the minimal requirements of admittance to the Master's programme training cycle:**

For entering the Master's programme, a minimum of 30 credits is necessary from the following subject areas:

- methodology studies (mathematics, statistics, informatics) 8-12 credits;
- theoretical economics studies (micro and macroeconomy, international economy, regional economy, economic history) 8-12 credits;
- business studies (corporate economics, corporate finances, marketing, accounting, management, human resources) 10-14 credits.

**10. Comprehensive examination**

There are no comprehensive examinations.

**11. Conditions of the issuance of the final certificate**

The full performance of the credit requirements in a structure described in the operative curriculum the number of credits necessary to receive a diploma within the maximum training period and in line with the training and outcome requirements. At least 2/3 of the required number of credits must be obtained at the parent university.

**12. Thesis requirements**

- The minimal extent of the thesis is 50 pages;
- The substantive and formal requirements of the thesis on the undergraduate level are covered in Annex1/A.1.2. of the Study and Exam Regulation.

**13. Final examination authorization requirements**

- obtaining the absolutory,
- submitting the thesis and the acceptance thereof by the reviewer(s),
- fulfilment of all payment obligations owed to the University.

**14. Parts of the final examination**

The student shall defend his/her thesis before a final examination committee and answer questions, relating to the thesis, in the topics determined as final examination requirements.

**15. Determination of the final examination grade**

The grade received on the final examination is the average of the review grade or grades and the grade received on the oral defence of the thesis, calculated to two decimal places.

**16. Elements of the diploma classification, the calculation method**

It is based on the weighted average of the following items, calculated to two decimal places:

- average of the grades of the compulsory subjects
- the grade of the complex exam,
- the grades received on final examinations with doubled value.

**17. Talent development activity**

The following serve the excellence of talented students:

- the problem-oriented nature and the theoretical well-foundedness from multiple aspects of the material of the subjects, subject groups and the main and elective subjects, the systematic development process of the skills which apply the knowledge in practice;
- the wide range of application of the activating pedagogical methods, the individual work of the students and the regular (mid-year) evaluation of the students' work by the lecturer;
- case-and project-based education;
- involvement of practical professional in the education activity;



- the connection of the thesis and the research projects of the departments participating in the education;
- operation of a separate section within the frameworks of the Undergraduate Research Society movement;
- organization of study trips abroad with the help of the CEMS, Socrates / Erasmus, Leonardo and CEEPUS programs, as well as other institutional programs, the participation in which is subject to separate conditions, but which is supported.

#### **18. Preparation for research and development, doctoral program**

The Marketing master's program prepares the students primarily for studying at the areas of expertise of the Business Administration Doctoral Schools (or equivalent foreign Ph.D programs).

The curriculum of the master's program builds up the theoretical approach, the methodological and research skills and the sensitivity to problems systematically, which makes the graduate students suitable for the doctoral program directly as well. We ensure the relevance of the research questions by involving guest lecturers and practical lecturers, in addition, in the framework of each subject the participants may learn about the international practice of the research approaches.

The master's program prepares interested students for the **doctoral program** through purely methodology subjects (e.g. quantitative methods, qualitative research, quantitative research, audience research, etc.), as well as by focusing on the research methodology of the topic concerned separately in each and every subject. Naturally, in addition to the methodology subjects, subsequent entry into the doctoral program is also aided through a demanding theoretical foundation, as well as the individual training of the students interested in the doctoral program, in the framework of specialised seminars.

The project work performed in the framework of the specialised seminars and subjects is connected to the **research and development** work being performed in the institute.



MSc in Marketing master programme in Budapest, in English, full time training Curriculum for 2020/2021. (1.) fall semester for beginning students

Subject Code	Subject Name	Type	Number of hours per semester hours		Credits	Evaluation	Fall or Spring Semester	2020/21 Academic year		2021/22 Academic year		Credit	Subject responsible	Institute	Requirement		Requirement		Remarks
			Lecture	Seminar				1	2	3	4				Code	Name	Code	Name	
								Fall	Spring semester	Fall	Spring semester								
<b>Foundation courses</b>																			
293NMARK653M	Marketing management	C	2	2	6	ex	fall	6					Bohl Patrick Robert	Institute of Marketing					
293NECOK636M	Managerial economics	C	2	2	6	ex	fall	6					Habis Helga	Institute of Economics					
293NMANK620M	Management and organization	C	2	2	6	ex	fall	6					Szilas Roland Ferenc	Institute of Management					
293NBUSK660M	Business communication and strategy	C	2	2	6	ex	fall	6					Horváth Dóra	Institute of Marketing					
293NMARK650M	Advanced marketing research	C	2	2	6	ex	fall	6					Gyulavári Tamás	Institute of Marketing					
<b>Core courses</b>																			
293NLAWK562M	European Private Law	C	2	2	6	ex	spring		6				Jeffrey Alan Stewart	Institute of Finance, Accounting and Business Law					
293NFINK564M	Advanced corporate finance	C	2	2	6	ex	spring		6				Csóka Péter	Institute of Finance, Accounting and Business Law					
293NMARK652M	Qualitative and quantitative research	C	2	2	6	ex	spring		6				Neulinger Ágnes	Institute of Marketing					
293NMATK600M	Quantitative methods	C	2	2	6	ex	spring		6				Ábele-Nagy Kristóf	Institute of Mathematics and Statistical Modelling					
293NMARK601M	Theory of consumption and consumer behavior	C	2	2	6	ex	fall			6			Kelemen Zita Anikó	Institute of Marketing					



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			Lecture	Seminar				1	2	3	4				Code	Name	Code	Name	
293NACCK640M	Financial Statements and Analysis	C	2	2	6	ex	fall			6			Kaliczka Nándor	Institute of Finance, Accounting and Business Law					
293NMARK741M	Marketing strategy	C	2	2	6	pg	spring				6		Bohl Patrick Robert	Institute of Marketing					
MAME005NAMB	Thesis Work Consultation I.	C	2	2	5	pg	fall			5			Bauer András	Institute of Marketing					
MAME006NAMB	Thesis Work Consultation II.	C	2	2	10	pg	spring				10		Bauer András	Institute of Marketing	MAME005NAMB	Thesis Work Consultation I.			
<b>Mandatory elective courses</b>								<b>0</b>	<b>6</b>	<b>12</b>	<b>0</b>	<b>18</b>							
293NMARK635M	Product and brand strategies	C	2	2	6	ex	spring		6				Kolos Krisztina Ágnes	Institute of Marketing					
293NOPRV517M	Decision Making Skills	C	2	2	6	ex	fall			6			Zoltayné Paprika Zita	Institute of International, Political and Regional Studies					
2MA41NAK02M	Services Marketing	C	2	2	6	ex	fall			6			Kenesei Zsófia	Institute of Marketing					
<b>Core elective courses</b>								<b>3</b>	<b>0</b>	<b>6</b>	<b>6</b>	<b>15</b>							
ISCUBUS563	Advanced Media Economics	CE	2	2	6	ex	spring		6		6		Urbán Ágnes	Institute of Information Technology					
2SM95NAV04M	Online and Digital Marketing	CE	2	2	6	ex	fall, spring		6	6	6		Varga Ákos	Institute of Marketing					
293NMARK673M	Consumer Relationship Management	CE	2	2	6	ex	fall			6			Agárdi Irma	Institute of Marketing					
293NMARK676M	Global Marketing	CE	2	2	6	ex	spring				6		Kelemen Zita Anikó	Institute of Marketing					
293NMANV570M	Sales Management	CE	1	1	3	ex	fall			3			Mitev Ariel Zoltán	Institute of Marketing					
MAMM001NAMB	Ethics and Corporate Responsibility	CE	2	2	3	ex	fall	3		3			Ásványi Katalin	Institute of Marketing					





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			Lecture	Seminar				1	2	3	4				Code	Name	Code	Name	
								Fall	Spring semester	Fall	Spring semester								
293NMARV650M	Public Relations	CE	2	2	6	ex	fall	6		6			Varga Ákos	Institute of Marketing					
<b>Criterion subjects</b>								<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>							
IOK0001NABB	Hungarian Language SHI I.*	KR	0	4	3	pg	fall	3	3				Dobos Ágota	Centre of Foreign Language Education and Research					
IOK0004NABB	Hungarian Language SHI II.*	KR	0	4	3	ex	spring	3	3				Dobos Ágota	Centre of Foreign Language Education and Research					
<b>Total credits</b>								<b>33</b>	<b>30</b>	<b>30</b>	<b>27</b>	<b>120</b>							



**Remarks:**

Type: C-compulsory courses, CE-core elective courses, E-elective (optional) courses

Methods of assessment: ex-exam (exam at the end of the semester, but other forms of assessment are possible during the semester), pg- grade based on the practical assignments given during the course of the semester, a=signature, ce- Comprehensive examination

**Criterion subjects:**

\* Hungarian Language is a compulsory subject for the students participating in the Stipendium Hungaricum scholarship program in the first two semesters.

**Courses are recommended to be taken according to the prescribed time schedule of the study programme (“sample”). You can plan your own individual programme in respect of the following conditions:**

1. the prerequisite system of their study-programme must be taken into consideration when registering for courses.
2. the availability of courses in the semester (most courses are offered either in the fall or in the spring semesters only)
3. completing an average of 30 credits per semester, as a general rule.

**Conditions for the final exam:**

Students can take a Final Exam on the condition that

- they have fully completed the study programme
- they have submitted their Thesis Work and the assessors have accepted it

**Final Exam:**

The final exam is an integrated assessment necessary for obtaining the higher education qualification. It consists of defending the thesis work and answering thesis-related questions in front of a Thesis Defence Committee.