

# **Marketing Strategy and Innovation Master's program**

**training program**

**For students who start in the fall semester of 2024/2025**

## Marketing Strategy and Innovation Master's program

Valid: for students starting in semester 2024/2025/1

General information:

**Supervisor:** Dr. Krisztina Kolos, Associate Professor

**Training location:** in Budapest

**Working hours:** full-time

**Training language:** english

**Whether you are enrolled in dual training:** no

Specialisations:

There is no specialisation, it has a modular system of training.

Training and output requirements

**1. Title of the Master's programme in Hungarian:** marketingstratégia és -innováció

**Title of the Master's programme in English:** Marketing Strategy and Innovation

**2. The name of the qualification that can be obtained in the Master's degree programme:**

- qualification title in Hungarian: okleveles marketing menedzser marketingstratégia és -innováció

- qualification title in English: Marketing Manager in Marketing Strategy and Innovation

**3. Classification of the Master's degree:**

**3.1. Classification of field of study:** economics

**3.2. Classification of the level of education:**

- Master's degree (magister, master of science, abbreviation: MSc)

- According to ISCED 2011: 7

- under the European framework: 7

- according to the Hungarian Qualifications Framework: 7

**3.3. the ISCED-F 2013 classification of fields of study for vocational education and training according to the ISCED-F 2013 classification of fields of study: 0414**

**3.4. orientation classification:** balanced (40-60 percent)

**4. Duration of training in semesters:** 2 semesters

**5. Number of credits required to obtain the qualification:** 60 credits

**6. Training objectives and professional competences, learning outcomes:**

**6.1. The aim of the training is:**

The aim is to train future managers who are able to make complex marketing strategy decisions in different sectors and types of business, both in local and international markets. The training aims to enable graduates to perform marketing expert and marketing manager functions in a marketing sub-discipline. The training will aim to enable graduates to represent aspects of the marketing function within the company and to work in cooperation with other functional departments and external marketing service providers. The course emphasises the development of an analytical mindset, a strategic approach and a customer-centric approach based on an understanding of the economic context, and aims to equip students with the competences to meet the challenges of the digital marketing environment. Graduates are prepared to continue their studies in a doctoral programme.

**6.2. The professional competences to be acquired:**

**6.2.1. The graduates**

**a) knowledge**

- Knowledge of the general and specific characteristics, boundaries and main development trends of the marketing discipline, its links with related disciplines, the vocabulary and the characteristics, main forms and methods of written and spoken communication in the marketing discipline.

- They know the principles on the basis of which a marketing information and knowledge system supporting business decisions can be built, they are familiar with basic and advanced analytical methods used in market research, and they interpret research results and information in context.

- Understand the role of each marketing function in the value creation process and the role of digitalisation in the effectiveness of each marketing function.

- Familiar with the main innovation theories and theories and models of technology adoption, understanding innovation in an ecosystem perspective consisting of inter-organisational, corporate and customer elements.

- Understand and identify the customer experience in products, brands and services, understand the concept of the shopping experience and how to create it.

- You know the digital trends that are shaping marketing communications. Knowledge of the legal framework, privacy and ethical aspects of digital communication.

- Understand the role of supply chains in marketing value creation. Familiar with approaches to planning distribution channels.

- Knowledge of resource-based business theories, essential marketing resources and capabilities, the concept of strategic marketing and their interrelationships, understanding of the shareholder value approach to marketing strategy.

- You are familiar with the concepts of customer value and corporate value, the methods of measuring customer value and the processes and organisational forms that support customer orientation.

**b) skills**

- Represents the importance of marketing knowledge in the organisation and uses knowledge transfer techniques in the marketing discipline, operates and develops the marketing function.

- Designs and coordinates marketing information and knowledge systems to support marketing and other business functions.

- In marketing, you will make data-driven decisions and routinely implement market research projects.

- Consciously shapes the customer and brand experience, customer-seller interactions, designs and develops the customer journey, and plans and implements customer experience-enhancing actions based on customer insights. Analyse and develop the online customer experience.
- Design digital marketing activities and use digital solutions and applications in the course of their work.
- Creates innovative business models and implements innovation projects with a marketing perspective.
- It makes business development proposals and supports its decisions with information from the accounting system.
- Develop and implement an action plan to strengthen the company's sustainability practices.
- It creates synergies between the different marketing areas.

**c) attitude**

- He/she is critical of his/her own work and that of his/her subordinates, innovative and proactive in dealing with economic problems, open and receptive to new developments in economic knowledge and practice.
- He considers it important that the decisions taken are supported by data and therefore strives for maximum precision in his analyses.
- It is characterised by a cultured, ethical and objective intellectual approach to people and social problems, and its work is attentive to the wider social, sectoral, regional, national and European value (including social, social and ecological, sustainability aspects).
- Strives to develop his/her knowledge and working relationships, and encourages, supports and supports his/her colleagues and subordinates.
- Conveys the summary and detailed problems of your profession in a credible way.
- It also seeks to take decisions in new, complex and strategic decision-making situations and in unexpected life situations, taking full account of legal and ethical standards.
- Open to applying a design approach to marketing decisions. He sees an emerging problem as an opportunity.
- It attaches importance to tolerance of cultures and inclusiveness, as well as equal opportunities.
- He takes the initiative to put his profession at the service of the community. Has a developed marketing professional identity and a sense of vocation, which is shared with the professional and wider social community.

**d) autonomy and responsibility**

- Independently selects and applies relevant problem-solving methods, independently performs economic analysis, decision preparation and advisory tasks.
- Independently set up, organise and manage a large enterprise or a larger organisation or department.
- He or she takes responsibility for his or her own work, for the organisation he or she manages, for his or her company and for his or her employees.
- Independently identifies, plans, organises, takes responsibility for and is accountable for his/her own and his/her subordinates' professional and general development.
- Independently represent your marketing professional opinion in known decision-making situations. Also takes responsibility for the environmental and social impact of new, complex decision situations.
- He/she is involved in research and development projects, mobilises his/her theoretical and practical knowledge and skills in the project team in an autonomous way, in cooperation with the other members of the team, in order to achieve the goal.
- In professional presentations and speeches, they plan their communication independently, taking into account the needs and expectations of the audience.
- Demonstrates initiative and responsibility in social and public affairs towards colleagues and other stakeholders.
- Communicate effectively and professionally in specific areas of marketing professional work.

**7. The professional characteristics of the Master's degree, the fields of specialisation leading to the qualification and the credit units from which the degree is structured:**

**7.1. Marketing research and marketing decision support methodology: 4-8 credits**

Marketing research design and methodology, communication skills.

**7.2. Professional knowledge in marketing strategy: 22-42 credits**

Marketing strategy design and implementation, customer and service experience, data-driven marketing decisions, distribution management, product and brand strategies, marketing innovation, online marketing communication.

**7.2.1 Within this, the intra-curricular credit rate of the optional professional modules: 18 credits**

**7.3. Number of credits allocated to the thesis or dissertation: 9 credits**

**7.4. Minimum number of credits for electives: 3 credits**

**8. Thesis**

The aim of the thesis is to demonstrate the student's knowledge and expertise in a topic of his/her choice, in the collection, systematisation, analysis and processing of scientific data related to the chosen topic, and in the discussion of the phenomenon or problem chosen, hypothesising, problem-solving, analysing alternative hypotheses, arguing and refuting counter-arguments, and expressing ideas, views, positions and messages in a coherent, consistent and linguistically sound written form.

**9. Type of the thesis**

Research thesis.

**10. Requirements for the issue of the final certificate**

The University shall issue a final certificate to a student who has

- met the academic and examination requirements determined in the curriculum and
- obtained the required number of credits.

issue a final certificate.

**11. Conditions for admission to the final exam**

Joint conditions for admission to the final exam:

- a) the student has obtained the final certificate,
- b) the student has submitted the thesis by the deadline,
- c) the thesis has been assessed and awarded a mark other than insufficient by the deadline,

- d) the student has applied for the final exam by the deadline,
  - e) the student owes no overdue debt owed to the University in the given programme,
  - f) the student has accounted for the assets of the University (e.g. books, sports equipment, etc. borrowed).
- A student who has not fulfilled any of the conditions in paragraphs a) - f) may not be admitted to the final exam.

**12. Parts of the final exam**

The final exam consists of the defense of the dissertation and complex oral examination.

Subject of the complex examination: subjects of the compulsory professional subjects.

**13. Determining the result of the final exam**

The arithmetic mean of the following two marks rounded to two decimal places:

- a) the mark awarded to the thesis by the assessor(s), determined by a five-point scale, the average of the marks awarded by the assessor(s), rounded to two decimal places, and the
- b) the mark awarded for the thesis defence, for the answer to the questions relating to the thesis, with a grade of five

**14. Components of the diploma grade, method of calculation**

The grade of the diploma is the arithmetic mean of the following two grades, rounded to two decimal places:

- a) the credit-weighted average of the marks of the compulsory and compulsory elective subjects (if the student has taken more than the compulsory elective subjects, then all the subjects taken) in the amount of credits prescribed in the curriculum, and
- b) a final examination result (grade).

**15. Conditions for issuing diploma**

The award of a diploma attesting the completion of higher education studies is subject to the successful completion of a final examination.

**16. Module**

There are no specialisations, the curriculum contains modules (see modules block in the curriculum):

1. Online Marketing Communications Module
2. Innovative Channel Management Module
3. Data Driven Marketing Module

Modular training. The subjects required to complete the modules are decided by the individual student.

**17. Rules for module selection**

Placement in modules will be based on the average of the Q1-Q2 quarter's subjects and the Assessment Centre assessment.

MNMAIN24ABP - Marketing Strategy and Innovation master programme in Budapest, in English, full time training Curriculum for 2024/25/1 fall semester for beginning students																		
Subject Code	Subject Name	Type	Number of				Fall or Spring Semester	2024/25 Academic		Credit	Course leader	Institute	Requirement		Equivalent subject		Remark	PSO
			Lect	Sem	Credit	Evolution		Fall 1	Spring 2				Code	Name	Code	Name		
<b>Core courses</b>																		
MARKo85NAMB	Advanced Marketing Research	C	2	2	6	ex	fall	6		30	Ildikó Kemény	Institute of Marketing and Communication Sciences			MARKo31NAMB	Advanced Marketing Research		no
MARKo76NAMB	Marketing Innovations and New Product Development	C	1	3	6	pg	fall	6			Tamara Nóra Keszey	Institute of Marketing and Communication Sciences			MARKo14NAMB	Marketing Innovations and New Product Development		yes
MARKo78NAMB	Services Marketing and Customer Experience	C	1	3	6	ex	fall	6			Zsófia Kenesei	Institute of Marketing and Communication Sciences			MARKo07NAMB	Services Marketing and Customer Experience		yes
MARKo79NAMB	Brand Strategies	C	0	4	6	pg	fall	6			Krisztina Ágnes Kolos	Institute of Marketing and Communication Sciences			MARKo16NAMB	Brand Strategies		yes
MARKo83NAMB	Marketing Strategy	C	1	3	6	pg	spring		6		Moreno Frau	Institute of Marketing and Communication Sciences					spring semester 8-13. week	yes
<b>Compulsory Elective (one subject is compulsory from the list)</b>								<b>0</b>	<b>0</b>	<b>0</b>								
MARKo17NAMB	DesignCommunications-DIS:CO: Creating Connections as Designing	CE	0	2*	0	s	fall, spring intensive week	0	0		Dóra Horváth	Institute of Marketing and Communication Sciences						no
MARKo18NAMB	Identity Design and Creative Management	CE	0	2*	0	s	fall, intensive week	0			Dóra Horváth	Institute of Marketing and Communication Sciences						no
MARKo19NAMB	Intercultural communications	CE	0	2*	0	s	fall, intensive week	0			Erzsébet Malota	Institute of Marketing and Communication Sciences						no
MARKo20NAMB	Sustainable and Ethical Marketing	CE	0	2*	0	s	fall, spring intensive week	0	0		Katalin Ásványi	Institute of Marketing and Communication Sciences						yes
<b>Core elective (Module) courses</b>								<b>0</b>	<b>18</b>	<b>18</b>								
<b>Online Marketing Communication Module (A)</b>								<b>0</b>	<b>18</b>	<b>18</b>								
MARKo80NAMB	Digital Marketing Communications Strategy	C	0	4	6	pg	spring		6		Ákos Varga	Institute of Marketing and Communication Sciences			MARKo21NAMB	Digital Marketing Communications Strategy	spring semester 1-7. week	yes
MARKo81NAMB	Content Marketing	C	0	4	6	pg	spring		6		Tamás Viktor Csordás	Institute of Marketing and Communication Sciences			MARKo22NAMB	Content Marketing	spring semester 1-7. week	yes
MARKo82NAMB	Online Marketing Communications Business Project	C	0	4	6	pg	spring		6		Zita Komár	Institute of Marketing and Communication Sciences	MARKo80NAMB MARKo81NAMB	Digital Marketing Communications Strategy, Content Marketing	MARKo23NAMB	Online Marketing Communications Business Project	spring semester 8-13. week	no
<b>Innovative Channel Management Module (B)</b>								<b>0</b>	<b>18</b>	<b>18</b>								
MARKo25NAMB	Retail Experience	C	2	2	6	pg	spring		6		Irma Agárdi	Institute of Marketing and Communication Sciences					spring semester 1-7. week	yes
MARKo84NAMB	Channel Design	C	2	2	6	ex	spring		6		Irma Agárdi	Institute of Marketing and Communication Sciences			MARKo26NAMB	Channel Design	spring semester 1-7. week	yes
MARKo27NAMB	Innovative Channel Management Business Project	C	0	4	6	pg	spring		6		Zombor Berezvai	Institute of Marketing and Communication Sciences	MARKo25NAMB MARKo84NAMB	Retail Experience, Channel Design			spring semester 8-13. week	no
<b>Data Driven Marketing Module (C)</b>								<b>0</b>	<b>18</b>	<b>18</b>								
MARKo28NAMB	Advanced Research Methods for Data-Driven Marketing Decisions	C	0	4	6	pg	spring		6		Ildikó Kemény	Institute of Marketing and Communication Sciences	MARKo85NAMB	Advanced Marketing Research			spring semester 1-7. week	yes
MARKo29NAMB	Customer Relationship Management (CRM)	C	1	3	6	ex	spring		6		Irma Agárdi	Institute of Marketing and Communication Sciences					spring semester 1-7. week	yes
MARKo30NAMB	Data Driven Marketing Business Project	C	0	4	6	pg	spring		6		Ildikó Kemény	Institute of Marketing and Communication Sciences	MARKo28NAMB MARKo29NAMB	Advanced Research Methods for Data-Driven Marketing Decisions, Customer Relationship Management (CRM)			spring semester 8-13. week	no
<b>Thesis</b>								<b>3</b>	<b>6</b>	<b>9</b>								
MARKo86NAMB	Thesis Work Consultation 1	C	0	2	3	pg	fall	3			Krisztina Ágnes Kolos	Institute of Marketing and Communication Sciences			MARKo32NAMB	Thesis Work Consultation 1		yes
MARKo87NAMB	Thesis Work Consultation 2	C	0	4	6	pg	spring		6		Krisztina Ágnes Kolos	Institute of Marketing and Communication Sciences	MARKo86NAMB	Thesis Work Consultation 1	MARKo33NAMB	Thesis Work Consultation 2		yes

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			Lect	Semi	Credit	s		Evatua	tion				Fall	Spring	Code	Name			Code
<b>Elective courses</b>								<b>3</b>		<b>3</b>									
TS00001NMMB	Sports/Physical Education	E	0	2	2	pg	fall	2			Csaba Vladár	Centre for Physical Educations and Sports						no	
	Foreign language	E	0	4	0	s	fall, spring					Centre of Foreign Language Education and Research						no	
	Elective courses	E					fall, spring	<b>3</b>										yes	
<b>Total credits (semester)</b>								<b>30</b>	<b>30</b>	<b>60</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, s=signature

A subject that can be completed in a preferential study order (PSO) on the basis of Section 92 of the Study and Examination Regulation (SER)

#### Physical education

Students wishing to take part in sport can take one semester without paying a fee and the following semesters the students can only take physical education with the payment of a specified fee.

#### Foreign language

During their studies, students can learn a language in the form of paid subjects within the framework of elective subjects.

#### Curriculum

It is recommended to include the subjects in the schedule according to the sample curriculum. The student may deviate from this, taking into account:

1. the pre-study order,
2. semester of announcing subjects
3. Completion of an average of 30 credits per semester
4. In addition to the compulsory subjects, students may take elective subjects from the offer of elective subjects (see Neptun) as well as foreign languages.
5. A minimum of 2/3 of the required amount of credit must be completed at Corvinus University.

\* Subject takes place on the intensive week of the respective semester, intensive week length: 1 week, 26 hours

The detailed rules related to the admission of the subjects and the completion of the subjects are included in the Study and Examination Regulations!

Please note that curriculum changes are possible!