

Marketing Master's program

Training program description

For students who start in the fall semester of 2023/2024

Marketing Master's program

Valid: For students starting their studies in the 2023/2024/1 semester

Update: 17/06/2024

General Informations:

Person responsible for the major: dr. Irma Agárdi, associate professor

Place of the training: Budapest

Training schedule: full-time

Language of the training: English

Is it offered as dual training: no

Specializations:

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

Training and outcome requirements

1. **Master's degree title:** Marketing (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 **Bachelor programmes** in the field of economic sciences: business and management, finance and accounting, international business, commerce and marketing; in the field of technology: engineering management.
 - 4.2 **According to Section 9.3.**, based on the comparison of studies subject to the recognition of credits, the following bachelor programmes: in the field of economic sciences: human resources, tourism and catering, applied economics, economic analysis, public service, vocational instructor in business; and all bachelor's and master's degree programmes and the programmes under Act LXXX of 1993 on Higher Education which are accepted by the credit transfer committee of the higher education institution on the basis of a comparison of the knowledge underlying the credits awarded.
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:** 342/0414
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 queveningons 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. Internship requirements

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

9.3. 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),
- theoretical economics studies (micro and macroeconomy, international economy, regional economy, economic history),
- business studies (corporate economics, corporate finances, marketing, accounting, management, human resources).

10. Degree thesis/ Dissertation

The aim of the dissertation is to certify the student's knowledge and expertise in a chosen topic, scientific data collection, systematization, analysis and processing related to the chosen topic, discussion of the chosen phenomenon or problem, hypothesis creation, problem solving, analysis of alternative hypotheses, analysis and in refuting the counter-arguments, in a coherent, consistent, language-oriented written explanation of his thoughts, views, positions, statements.

11. Type of Degree thesis

Research thesis.

12. Requirements for the issue of a final certificate

The University will issue a final certificate to the student who has obtained

- the study and examination regulation prescribed in the curriculum, and
- the required credits.

13. Conditions for admission to the final examination

Joint conditions for admission to the final exam:

- a) obtaining a final certificate,
- b) submission of the dissertation by the deadline,
- c) evaluation of the dissertation with a different grade than the deadline,
- d) registration for the final exam by the deadline,
- e) the student has no overdue payment debt to the University for the given training,
- f) accounted for with assets owned by the University (borrowed books, sports equipment, etc.).

A student who has not fulfilled any of the provisions of the points a)-f) cannot be admitted to the final examination.

14. 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.

15. Determining the result of the final exam

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

- a) The grade given to the dissertation by the reviewer (s) - determined with a five-point qualification - in case of several reviewers the average of the marks of the reviews is rounded to two decimal places, and
- b) the grade obtained for the defense of the dissertation, the answer to the questions related to the dissertation - established with a five-level qualification.

16. Components of diploma qualification, method of calculation

The result of the diploma is the arithmetic mean of the following two digits, 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) the result (grade) of the final examination.

17. Conditions for issuing a diploma

A prerequisite for the award of a diploma certifying the completion of higher education studies is the successful completion of the final examination.

18. 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.

19. Rules for module selection

Placement in modules will be based on the average of the Q1-Q4 quarter's subjects and the Assessment Centre assessment.

MNMARK23ABP - Marketing master programme in Budapest, in English, full time training Curriculum for (2023/24) (1.) fall semester for beginning students

Subject Code	Subject Name	Type	Number of hours per week		Credits	Evaluation	Fall or Spring Semester	2023/24 Academic year				2024/25 Academic year		Credit	Course leader	Institute	Requirement		Equivalent subject		Remark	PSO		
			Lecture	Seminar				Fall		Spring		Fall	Spring				Code	Name	Code	Name				
								Q1	Q2	Q3	Q4												3	4
Foundation Courses								6	12	12	0	0	0	30										
KOZG008NAMB	Managerial Economics	C	4	4	6	ex	fall	6						András Olivér Németh	Institute of Economics			293NECOK636M	Managerial Economics		yes			
MARK011NAMB	Applied Market Research Methods	C	4	4	6	pg	fall		6					Mirkó György Gáti	Institute of Marketing and Communication Sciences			293NMARK652M	Qualitative and Quantitative Research		yes			
MARK006NAMB	Marketing Management	C	4	4	6	ex	fall		6					Tamás Gyulavári	Institute of Marketing and Communication Sciences			293NMARK653M	Marketing Management		yes			
MARK012NAMB	Integrated Marketing Communications	C	3	5	6	pg	spring			6				Dóra Horváth	Institute of Marketing and Communication Sciences			293NBUSK660M	Business Communication and Strategy		yes			
MARK013NAMB	Consumer Behavior	C	4	4	6	ex	spring			6				Anna Török	Institute of Marketing and Communication Sciences			293NMARK601M	Theory of Consumption and Consumer Behavior		yes			
Core Business Courses								6	6	0	12	0	0	24										
OPDO008NAMB	Decision Making Skills	C	4	4	6	ex	fall	6						Richárd Szántó	Institute of Operations and Decision Sciences			293NOPRV517M	Decision Making Skills		yes			
ADIN030NAMB	Information Systems Driving Digital Transformation	C	4	4	6	ex	fall		6					Zoltán Szabó	Institute of Data Analytics and Information Systems						no			
VEZ0021NAMB	Mastering Organizational Behavior and Leadership	C	2	6	6	pg	spring			6				Andrea Toarniczky	Institute of Strategy and Management			VTSM127NAMB	Management and Organization		yes			
PENZ006NAMB	Advanced Corporate Finance	C	2	6	6	ex	spring			6				Kata Váradi	Institute of Finance			293NFINK564M	Advanced Corporate Finance		yes			
Core Marketing Courses								0	0	0	0	21	0	21										
MARK076NAMB	Marketing Innovations and New Product Development	C	1	3	6	pg	fall					6		Tamara Nóra Keszezy	Institute of Marketing and Communication Sciences	MARK006NAMB	Marketing Management	MARK014NAMB	Marketing Innovations and New Product Development		yes			
MARK077NAMB	Sales Management	C	1	1	3	pg	fall					3		Mirkó György Gáti	Institute of Marketing and Communication Sciences			MAME031NAMB MARK015NAMB	Sales Management Sales Management		yes			

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			Lecture	Seminar				Fall		Spring		Fall	Spring				Code	Name	Code	Name				
								Q1	Q2	Q3	Q4												3	4
MARKo78NAMB	Services Marketing and Customer Experience	C	1	3	6	ex	fall					6		Zsófia Kenesei	Institute of Marketing and Communication Sciences	MARKo06NAMB	Marketing Management	2MA41NAK02M 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	MARKo06NAMB	Marketing Management	293NMARK635M MARKo16NAMB	Product and Brand Strategies Brand Strategies		yes			
Compulsory Elective (two courses must be selected)								0	0	0	0	0	0	0										
MARKo17NAMB	DesignCommunications – DIS:CO: creating connections as designing	C/E	0	2*	0	s	fall, spring intensive week	0		0		0	0		Dóra Horváth	Institute of Marketing and Communication Sciences						no		
MARKo18NAMB	Identity Design and Creative Management	C/E	0	2*	0	s	fall, intensive week	0				0			Dóra Horváth	Institute of Marketing and Communication Sciences						no		
MARKo19NAMB	Intercultural Communication	C/E	0	2*	0	s	fall, intensive week	0				0			Erzsébet Malota	Institute of Marketing and Communication Sciences						no		
MARKo20NAMB	Sustainable and Ethical Marketing	C/E	0	2*	0	s	fall, spring intensive week	0		0		0	0		Julianna Faludi	Institute of Marketing and Communication Sciences			MAMM001NAMB	Ethics and Corporate Responsibility		yes		
Modules (one module must be selected)								0	0	0	0	0	24	24										
Online Marketing Communications								0	0	0	0	0	24											
MARKo80NAMB	Digital Marketing Communications Strategy	C/E	0	4	6	pg	spring, blocked						6		Ákos Varga	Institute of Marketing and Communication Sciences			2SM95NAV04M MARKo21NAMB	Online and Digital Marketing Digital Marketing Communications Strategy	spring semester 1-7. week	yes		
MARKo81NAMB	Content Marketing	C/E	0	4	6	pg	spring, blocked						6		Tamás Viktor Csordás	Institute of Marketing and Communication Sciences	MARKo12NAMB	Integrated Marketing Communications	MARKo22NAMB	Content Marketing	spring semester 1-7. week	yes		
MARKo82NAMB	Online Marketing Communications Business Project	C/E	0	4	6	pg	spring, blocked						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		

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			Lecture	Seminar				Fall		Spring		Fall	Spring				Code	Name	Code	Name				
								Q1	Q2	Q3	Q4												3	4
																							24	
MARKo83NAMB	Marketing Strategy	C	1	3	6	pg	spring, blocked							6	Moreno Frau	Institute of Marketing and Communication Sciences	MARKo06NAMB PENZo06NAMB	Marketing Management, Advanced Corporate Finance	MAME042NAMB MARKo24NAMB	Marketing Strategy Marketing Strategy	spring semester 8-13. week	no		
Innovative Channel Management								0	0	0	0	0	24											
MARKo25NAMB	Retail Experience	C/E	2	2	6	pg	spring, blocked							6	Irma Agárdi	Institute of Marketing and Communication Sciences	MARKo13NAMB	Consumer Behavior			spring semester 1-7. week	yes		
MARKo84NAMB	Channel Design	C/E	2	2	6	ex	spring, blocked							6	Irma Agárdi	Institute of Marketing and Communication Sciences	MARKo06NAMB	Marketing Management	MARKo26NAMB	Channel Design	spring semester 1-7. week	yes		
MARKo27NAMB	Innovative Channel Management Business Project	C/E	0	4	6	pg	spring, blocked							6	Zombor Berezvai	Institute of Marketing and Communication Sciences	MARKo25NAMB MARKo84NAMB	Retail Experience, Channel Design			spring semester 8-13. week	no		
MARKo83NAMB	Marketing Strategy	C	1	3	6	pg	spring, blocked							6	Moreno Frau	Institute of Marketing and Communication Sciences	MARKo06NAMB PENZo06NAMB	Marketing Management, Advanced Corporate Finance	MAME042NAMB MARKo24NAMB	Marketing Strategy Marketing Strategy	spring semester 8-13. week	no		
Data Driven Marketing													24											
MARKo28NAMB	Advanced Research Methods for Data-Driven Marketing Decisions	C/E	0	4	6	pg	spring, blocked							6	Ildikó Kemény	Institute of Marketing and Communication Sciences	MARKo85NAMB	Advanced Marketing Research			spring semester 1-7. week	no		
MARKo29NAMB	Customer Relationship Management	C/E	1	3	6	ex	spring, blocked							6	Irma Agárdi	Institute of Marketing and Communication Sciences	MARKo06NAMB	Marketing Management	293NMARK673M	Customer Relationship Management	spring semester 1-7. week	yes		
MARKo30NAMB	Data Driven Marketing Business Project	C/E	0	4	6	pg	spring, blocked							6	Ildikó Kemény	Institute of Marketing and Communication Sciences	MARKo28NAMB MARKo29NAMB	Advanced Research Methods for Data-Driven Marketing Decisions, Customer Relationship Management			spring semester 8-13. week	no		
MARKo83NAMB	Marketing Strategy	C	1	3	6	pg	spring, blocked							6	Moreno Frau	Institute of Marketing and Communication Sciences	MARKo06NAMB PENZo06NAMB	Marketing Management, Advanced Corporate Finance	MAME042NAMB MARKo24NAMB	Marketing Strategy Marketing Strategy	spring semester 8-13. week	no		

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			Lecture	Seminar				Fall		Spring		Fall	Spring				Code	Name	Code	Name				
								Q1	Q2	Q3	Q4												3	4
Thesis (Core)								0	0	0	0	9	6	15										
MARKo85NAMB	Advanced Marketing Research	C	2	2	6	ex	fall						6		Ildikó Kemény	Institute of Marketing and Communication Sciences	MARKo11NAMB	Applied Market Research Methods	293NMARK65oM MARKo31NAMB	Advanced Marketing Research Advanced Marketing Research		yes		
MARKo86NAMB	Thesis Work Consultation 1	C	0	2	3	pg	fall						3		Irma Agárdi	Institute of Marketing and Communication Sciences	MARKo85NAMB	Advanced Marketing Research	MAMEo05NAMB MARKo32NAMB	Thesis work consultation1 Thesis Work Consultation 1		yes		
MARKo87NAMB	Thesis Work Consultation 2	C	0	4	6	pg	spring						6		Irma Agárdi	Institute of Marketing and Communication Sciences	MARKo86NAMB	Thesis Work Consultation 1	MAMEo06NAMB MARKo33NAMB	Thesis work consultation2 Thesis Work Consultation 2		yes		
Criterion courses								0	0	0	0	0	0	0										
IOKoo01NABB	Hungarian Language SHI I.**	CR	0	4	3	pg	fall				3				Judit Magyar	Centre of Foreign Language Education and Research							no	
IOKoo04NABB	Hungarian Language SHI II.**	CR	0	4	3	ex	spring				3				Judit Magyar	Centre of Foreign Language Education and Research							no	
Elective courses								0	0	0	6	0	0	6										
TSoo001NMMB	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	pg	fall, spring									Centre of Foreign Language Education and Research							no	
	Elective courses	E					spring				6												yes	
Total credits are quarterly								12	18	12	18	30	30	120										
Total credits (semester)								30	30	30	30	120												

Remarks

Type: C=compulsory courses, CE=core elective courses, E=elective (optional) courses, CR=criterion 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)

Students need to register for these subjects in the quarter marked with '+', however credits are only earned at the end of the semester.

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.

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

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!