

[Programme Information](#)[Application Requirements](#)[Accreditations and Rankings](#)[HU](#)

# MSc Marketing

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**Learn how to shape the customer experience with marketing tools. Discover how to extract customer insights from big data and transactional data analysis. Get ready to use marketing insights to develop innovative branding, communication, and sales strategies.**

## Programme Information

The program aims to train future marketing managers who are able to make complex marketing strategy decisions in different sectors and business types, both in local and international markets. Our students will be equipped with competencies to meet the challenges of the digital marketing environment. We welcome students interested in

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management, and data-driven marketing. Students who arrive with appropriate professional competencies can complete their training even in one year!

**Programme name:** Marketing

**Programme award:** Master, MSc

**ECTS:** 120

**Duration:** 4 semesters (2 years)

**Teaching hours:** 10-16 hours/week

**Start date:** September 2024

**Tuition fees (EEA):** 990 000 HUF per semester

**Total tuition fees (EEA):** 3 960 000 HUF

**Tuition fees (Non-EEA):** € 3 700 per semester

**Total tuition fees (Non-EEA):** € 14 800

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**Programme Specification**

**Enquire**

**Introductory presentation**

**Apply: Self-funded**

**Apply: Stipendium Hungaricum**

**Apply: Diaspora Scholarship**

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# What you will study

## Core Modules

### Year 1

1. Applied Market Research Method
2. Marketing Management
3. Integrated Marketing Communication

### Year 2

1. Marketing Innovation and New Product Development
2. Services, Marketing and Customer Experience

There will be 3 modules from which you can choose: Online Marketing Communication, Innovative Channel Management, Data-driven Marketing

*\* The above is not an exhaustive list. Corvinus University of Budapest reserves the right to change modules.*

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Campus Tour - Corvinus Universi...



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## Scholarships

There are two remarkable scholarship opportunities available to Non-EU international students:

- Stipendium Hungaricum (for non-EU nationals from >70 countries)
- Diaspora scholarships (for international students with Hungarian ancestry).

Both scholarships entitle you to:

- Free tuition for the duration of your studies
- 43,700 HUF (c. €120) per month for the duration of your studies (for living costs)
- University accommodation or an additional 40,000 HUF (c. €110) per month for the duration of your studies (accommodation allowance)
- Medical insurance.

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Eligibility requirements apply, so please click on “Scholarship opportunities” for more information.

Scholarship opportunities

Note: there are three ways to apply to Corvinus as an international student:

1. Self-funded route (available for all applicants)
2. Stipendium Hungaricum route – non-EU applicants only, further restrictions apply

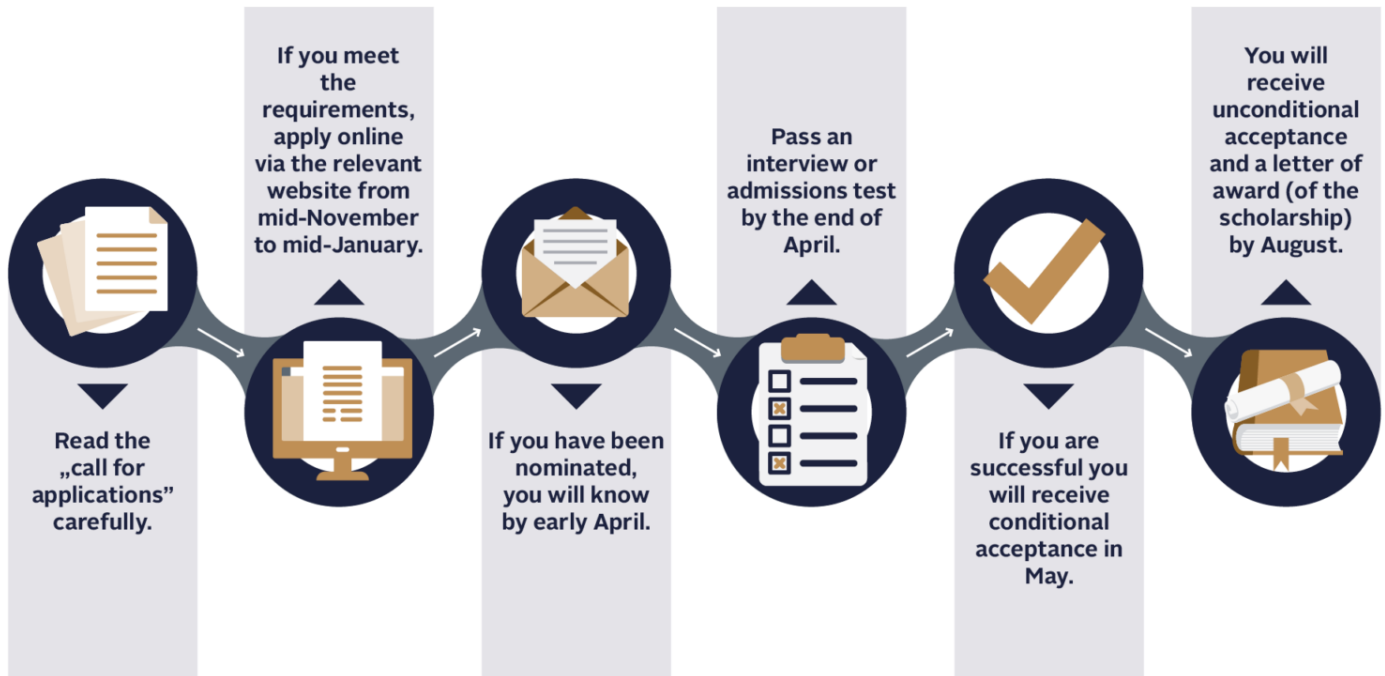
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## Self-funded route



## Stipendium Hungaricum/ Diaspora scholarship routes



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- Completed bachelor/undergraduate degree
- GRE, GMAT, NMAT exams
- Meet minimum credit requirement
- For more, please [click here!](#)

## For Hungarian citizens

You can apply through [felvi.hu](#).

You can ask our student ambassador or Student Services for further information [here](#).

Find the application requirements [here](#):

[Read in Hungarian](#)

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## Credit requirements

In Hungary, there are legal pre-requisite credit requirements to study graduate programmes.

Please make sure you meet the minimum requirements for this programme before applying.

For entering the Master's programme, a minimum of 5 credits is necessary from the

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

*Tip: to quickly calculate your credits in ECTS, divide learning hours by 30!*

*Learning hours should be formally described, but can be constituted of classroom hours, private study and assessment.*

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### Training program description

### MA / MSc programs application information

Welcome on behalf of the Marketing Master faculty! The Corvinus Marketing Master's degree is Hungary's leading Marketing program in higher education. Our students highly appreciate the prestige of the degree, the high preparation level of the lecturers, and opportunities for international exchange and double degree programs. We also have an extensive corporate network that enables our students to participate in company courses. Be part of a community where you can prepare for leadership in the field of Marketing, build your professional network, and, most of all, enjoy your university years!

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**Agárdi Irma**  
Programme Director

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#300-350 for Business and Management studies

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## Double Degree / CEMS

Master in Management

Católica Porto Business School

Master in International BusinessKEDGE Business School

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## Master in Business AdministrationUniversity of Passau

Double Degree programmes are a unique opportunity, allowing you to obtain two higher education degrees in the time frame of one from two different institutions.

[More about Double Degrees](#)

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### What our students think

**Emna Mraidi**

*Tunisia*

“Joining the Marketing programme at Corvinus turned out to be one of the most exciting experiences I have ever had. I am immensely grateful for the knowledge and skills I have acquired and for the network of intelligent and driven people I built. The professors love what they do and are very approachable, making the study process easier. The programme opened many doors for me and allowed me to pursue my career with confidence.”

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## Career opportunities

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Our graduates progress to roles including: Brand and Product Manager, Marketing Specialist, Market Researcher, Advertising Manager, Media Planner, Sales Manager, and Trade Marketing Manager.

### Corvinus Master's Programs Online Open Days



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## Watch our online open day video

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## More about Corvinus

Find out more about us and life on campus!

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## Life in Budapest

Find out more about the benefits of living, studying and graduating in Budapest.

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See our full list of graduate programmes in English.

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## Corvinus University of Budapest

### Follow us!



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Hungary 1093 Budapest Fővám tér 8.

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