Master of Science in Marketing

A detailed programme description

Academic Year 2016–2017
TABLE OF CONTENTS

1. PROGRAMME INFORMATION ..................................................................................................................... 3
   1.1 Programme Aims .......................................................................................................................... 3
   1.2 Major Learning Outcomes ......................................................................................................... 3
   1.3 Study abroad, minor in Tourism Management and CEMS programme opportunities ................. 4
   1.4 Structure of Studies .................................................................................................................. 5
   1.5 Programme Structure and Curriculum ...................................................................................... 5
   1.6 Entry requirements .................................................................................................................... 6
   1.7 Application deadlines ................................................................................................................ 6
   1.8 Fees .............................................................................................................................................. 6
2. COURSE DESCRIPTIONS .................................................................................................................. 7
1.1 Programme Aims

This program has been designed to enable participants to understand how marketing creates value for a 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 that a multidisciplinary approach increases value, the Corvinus MSc in Marketing program 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.

Students accepted to the program also have the opportunity to join the CEMS program or to specialize in Marketing Management or Tourism Management.

Upon successful completion of the MSc in Marketing, students will be prepared to continue towards PhD studies.

1.2 Major Learning Outcomes

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;
- the overall categories of business economics, the methods of measuring output and its correlation with the field of marketing;
- the correlation between value creating marketing processes and innovation;
- the methods of measuring and analyzing the various sections of marketing;
- the methods of the advanced quantitative evaluation of data (economic, econometric, mathematical-statistical);
- the techniques of solving complex problems;
- the methodology of intercultural research;
- the processes and methods of marketing planning;
- the organizational forms and processes of ensuring a consumer oriented approach;
- the 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

- to understand the company’s value creating activities and to participate in the elaboration of the company’s business strategy;
- determining the performance indicators of the marketing, trade and logistical processes and analyzing the financial and non-financial performance indicators;
- provide an in-depth analysis of the market phenomena;
- elaborating 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.

1.3 Study Abroad, Minor in Tourism Management and CEMS Programme Opportunities

The student body of the Corvinus Business School program taught in English, including the Bachelor of Arts in Business and Management, is an international one. In spite of this, we consider it extremely important to ensure that, in addition to their studies at the Corvinus University of Budapest, students also spend a semester abroad if possible to further expand their international experience and support them in this endeavour fully (either within the frame of the Erasmus programme, the Corvinus Business School’s bilateral exchange programs or organized individually).

Students admitted to the programme from September 2015 onwards will be able to apply for a minor in either Marketing Management or Tourism Management.

MSc in Marketing students have the unique opportunity to integrate their studies with the CEMS MIM program. CEMS MIM is the No.1. master program in management according to the Financial Times ranking in 2009. 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 MSc in Marketing 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 MSc in Marketing. Together the two degrees offer excellent international employability to graduates.
1.4 STRUCTURE OF STUDIES

4 academic semesters
Academic credits altogether: 120

1.5 PROGRAMME STRUCTURE AND CURRICULUM

### Curriculum - MSc in Marketing

<table>
<thead>
<tr>
<th>Semester 1</th>
<th>Semester 2</th>
<th>Semester 3</th>
<th>Semester 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fall</td>
<td>Spring</td>
<td>Fall</td>
<td>Spring</td>
</tr>
<tr>
<td>Management &amp; Organization 293NMARK620M (6)</td>
<td>Qualitative &amp; Quantitative Research 293NMARK652M (6)</td>
<td>Services Marketing 2M41NAXO2M (6)</td>
<td>Global Marketing 293NMARK579M (6)</td>
</tr>
<tr>
<td>Advanced Marketing Research 293NMARK650M (6)</td>
<td>Quantitative Methods 293NMARK600D (6)</td>
<td>Theory of Consumption &amp; Consumer Behavior 293NMARK601M (6)</td>
<td>Online Marketing in Tourism (6)</td>
</tr>
<tr>
<td>Sales Management 293NMANV57OM (3)</td>
<td>Advanced Media Economics 1SCUBUS63 (6)</td>
<td>Destination Management (6)</td>
<td></td>
</tr>
</tbody>
</table>

### Program Core Courses (96) (Mandatory for All Students)

- Marketing Management Specialization Core Courses (24)
- Tourism Management Specialization Core Courses (24)
- General Elective Courses (Optional)

*The minimum credit requirement is 120, the maximum number of credits within the program is 132

*For a specialized diploma, one of the modules must be completed in total

*For a general MSc in Marketing diploma (without specialization), students must complete a total of 24 credits from the courses of either of the specialization modules or general elective courses

*The chart represents the recommended academic progress. All courses are offered either every fall or every spring semester.
1.6 ENTRY REQUIREMENTS

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 3, Skills for Life Level 2
  (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
• Personal interview
• For applicants living outside of Hungary: Skype interview covering the fields of Business Economics and Marketing as well as motivation for joining the program

1.7 APPLICATION DEADLINES

In keeping with the Hungarian regulations, Hungarian (and preferably EEA nationals) applicants must apply by the February 15th deadline through the Educational Office. EEA nationals missing this deadline can apply directly to the ISP (their applications and acceptance will be conducted fully in keeping with that of the Hungarian and other EEA applicants), however, in this case, they will be eligible to apply only on a tuition-fee paying basis.

Non-EEA nationals can apply directly to the International Study Programs Office: http://isp.uni-corvinus.hu/index.php?id=55367

1.8 FEES

Application fee: 100 EUR

Tuition fee: 790,000 HUF/semester for EEA nationals
            3300 EUR/semester for non-EEA nationals

Administrative fees: in keeping with the regulations of the Corvinus Business School (updated version is always available on the ISP website).
2. COURSE DESCRIPTIONS

Information on the courses offered in English in the fall and spring semesters is available at: http://isp.uni-corvinus.hu/index.php?id=55373. (Please note that these lists are subject to change and some courses may not be offered to incoming Erasmus exchange students in all semesters).

Access to courses coordinated by the International Study Programs can be provided upon request.

Please note that ALL course descriptions are subject to change. It is always the course syllabus provided by the professor of the given course that is valid for the given semester!