Marketing Strategy and Innovation MSc oral admission exam requirements 2024A central admission procedure

<table>
<thead>
<tr>
<th>Name(s) of graduate program(s)</th>
<th>Marketing Strategy and Innovation MSc</th>
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<tbody>
<tr>
<td>Type of the exam</td>
<td>Oral</td>
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<tr>
<td>Name of the exam</td>
<td>Professional and Morivation Interview</td>
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<tr>
<td>Duration of the exam</td>
<td>15 minutes</td>
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<tr>
<td>Method of the exam</td>
<td>online</td>
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Short description of the exam

1. Introduction
   a. Please summarize your professional carrier and educational background.
   b. What are your best achievements during your professional carrier and education?
   c. Describe your professional experience (internship, employment, entrepreneurship, etc.)

2. Motivation
   a. Why would you like to study at the Corvinus University of Budapest?
   b. What are your goals with completing the programme Msc Marketing?
   c. Why did you choose this programme?
   i. Are you working currently? If yes, how do you plan to complete the study requirements besides your work?
   d. Why did you decide to continue your studies in a master's programme right after graduating from a BA programme?
   e. How do you see yourself in 5 years, 10 years? How the MSc Marketing programme will fit into your plans?
   f. What are your strengths and weaknesses?

3. Professional part
   a. Can you name a few examples when you used in practice the competencies acquired in previous studies? How successful have you been? What would you do differently?
   b. We are particularly interested in the fact whether the applicant has the necessary personal characteristics for the marketing profession (affinity for business problems, attitudes, communication skills, etc.), uses professional vocabulary, is using arguments correctly and easily, is able to give convincing answers to the questions asked during the interview.
   c. For the admission interview, you have to choose a peer-reviewed marketing article from the marketing journals listed below that will be discussed with the committee.
   d. Finally, you shall discuss a marketing research question received from the committee that is related to typical marketing problems.

Materials that can be used during the exam

no material can be used
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### Central admission procedure

#### Recommended reading materials

| Marketing Management, Fifteenth edition, 2016 by Philip Kotler and Kevin Lane Keller, Pearson |

#### Topics


#### Sample questions

| How can you research the buying decision process of consumers? What research and data collection methods can be used to study consumers’ buying decision process? What are the pros and cons of the suggested methods? |