

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

Name(s) of graduate program(s)	Marketing Strategy and Innovation MSc
Type of the exam	Oral
Name of the exam	Professional and Motivation Interview
Duration of the exam	15 minutes
Method of the exam	online
Short description of the exam	<p>1.Introduction</p> <p>a.Please summarize your professional carrier and educational background.</p> <p>b.What are your best achievements during your professional carrier and education?</p> <p>c.Describe your professional experience (internship, employment, entrepreneurship, etc.)</p> <p>2.Motivation</p> <p>a.Why would you like to study at the Corvinus University of Budapest?</p> <p>b.What are your goals with completing the programme Msc Marketing?</p> <p>c.Why did you choose this programme?</p> <p>i.Are you working currently? If yes, how do you plan to complete the study requirements besides your work?</p> <p>d.Why did you decide to continue your studies in a master's programme right after graduating from a BA programme?</p> <p>e.How do you see yourself in 5 years, 10 years? How the MSc Marketing programme will fit into your plans?</p> <p>f.What are your strengths and weaknesses?</p> <p>3.Professional part</p> <p>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?</p> <p>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.</p> <p>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.</p> <p>d.Finally, you shall discuss a marketing research question received from the committee that is related to <u>typical marketing problems</u>.</p>
Materials that can be used during the exam	no material can be used

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Recommended reading materials	Marketing Management, Fifteenth edition, 2016 by Philip Kotler and Kevin Lane Keller, Pearson Selected chapters from Marketing research: An applied orientation. 6th (2010) or 7th ed. (2019), by Naresh, K. Malhotra, Pearson: Chapters: Introduction to Marketing Research, Defining the Marketing Research Problem and Developing an Approach, Research Design, Exploratory Research Design: Secondary and Syndicated Data, Exploratory Research Design: Qualitative Research, Descriptive Research Design: Survey and Observation, Causal Research Design: Experimentation, Measurement, and Scaling: Fundamentals and Comparative Scaling, Measurement and Scaling: Noncomparative Scaling Techniques, Questionnaire, and Form Design, Sampling: Design and Procedures, Sampling: Final and Initial Sample Size Determination, Frequency Distribution, Cross-Tabulation, and Hypothesis Testing.
Topics	Discussion of the favorite marketing article of your choice from one of the listed marketing journals: Journal of Marketing, Journal of Product Innovation Management, Journal of Consumer Behavior, Journal of Advertising, Journal of Retailing Marketing research questions related to typical marketing problems
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?