

Colleague CV: Dr. Komár Zita



Dr. Komár Zita

Egyetemi tanársegéd / Assistant Lecturer
Rektori szervezet / Marketing- és Kommunikációtudományi Intézet
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Marketing- és Designkommunikáció Tanszék
Year of birth: 1987

Qualifications, scientific degrees

Higher education qualifications

- 2013 - 2022
Corvinus University of Budapest, Social Communication Doctoral School (PhD/DLA képzés)
- 2010 - 2012
Communication and Media Studies, Pázmány Péter Catholic University (egyetemi)
- 2007 - 2010
Liberal Arts (Philosophy), Pázmány Péter Catholic University (egyetemi)

Scientific degrees and awards

- 2022, PhD
Corvinus University of Budapest

Career

Workplaces

- 2013 - 2016
Budapest Bank (GE), Communication and Sales Support Associate
- 2016 - 2023
Metropolitan Egyetem (METU), Guest Lecturer
- 2017 - 2020
Eötvös Lóránd University (ELTE), Guest Lecturer
- 2014 - 2020
Institute of Behavioural Science and Communication Theory (Corvinus University of Budapest),
Guest Lecturer

Awards, titles, honors

- 2017, New National Talent Excellence State Scholarship
state scholarship
- 2019, Teacher of the Year 2019
Corvinus University of Budapest

Language skills

	Speaking	Writing	Reading	Media appearance

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Language				
English	Advanced	Advanced	Advanced	Yes
French	Basic	Basic	Basic	No
Italian	Basic	Basic	Basic	No

Research, professional activity

Major taught courses or fields of education:

Basics of Marketingcommunication;Creative and Media Design in Advertising;Communication Practices;Communication and Style Practices; Basics of Professional Communication;Learning and Research Methods;Culture and Communication;Communication and Advertising;Branding & Self-branding; Feminine Rhetoric; Professional Communication Skills;

Field of science and discipline:

media and communication sciences

Current fields of research:

Rhetoric of Leadership: Genial Rhetoric in Leadership Communication Practices

Previous fields of research:

Feminine Rhetoric in Advertising

Major research projects

- 2017 - 2017, EFOP 3.6.1 program: Intelligent Specialization and Institutional Development Services In The Trans-Danubian Region
Form of participation: member of the research team
Moneylender: Corvinus University of Budapest
Further info about research:
- 2017 - 2018, EFOP 3.6.3 program: Science Communication
Form of participation: member of the research team
Moneylender: Corvinus University of Budapest
Further info about research:
- 2017 - , Digital Marketing-, Media- and Design Lab: Communication in Advertising researches
Form of participation: member of the research team
Moneylender: Corvinus University of Budapest
Further info about research:

Membership in scientific or professional bodies/organizations

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- 2017 - , member, member
Marketing Education and Research Association, national
- 2019 - , member, member
Hungarian Communication Science Association, national
- 2015 - , member, member
[Visual Learning Lab](#), international

Publications

- [MTMT](#)

Contacts

Location at the university

- Building: E
Room number: 333
Extension: 5352
Main line: 482
Fax:
Internal fax:

E-mail address: zita.komar@uni-corvinus.hu

Postal address: Budapest, 1093 Fővám tér 8.

Personal webpage: uni-corvinus.academia.edu/ZitaKomar

Consulting hours:

Monday, 14.00-15.30 (if previously agreed)

Other professional profiles

LinkedIn: <https://www.linkedin.com/in/zita-kom%C3%A1r/>

MTMT: <https://m2.mtmt.hu/gui2/?type=authors&mode=browse&sel=10057692>

Other professional profile 1: https://uni-corvinus.academia.edu/ZitaKomar?from_navbar=true

Other professional profile 2: <https://www.researchgate.net/profile/Zita-Komar-2>