



## Dr. Komár Zita

Egyetemi tanársegéd / Assistant Lecturer  
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 -  
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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# Colleague CV: Dr. Komár Zita

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:

The Powerful Powerless Language

### 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

# Colleague CV: Dr. Komár Zita

- 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

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### Location at the university

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

E-mail address: [zita.komar@uni-corvinus.hu](mailto:zita.komar@uni-corvinus.hu)

Personal webpage: [uni-corvinus.academia.edu/ZitaKomar](http://uni-corvinus.academia.edu/ZitaKomar)

### Consulting hours:

Monday, 08:00-09:30 (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](https://uni-corvinus.academia.edu/ZitaKomar?from_navbar=true)

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