

International Marketing

College For Modern Business Studies

Hungary

Fiastyúk utca 35-37, 1139, Budapest and Stúdió tér, 2800, Tatabánya

Programme Director: Ms. Barbara Jusztin

Contact Details: jusztin.barbara@mutf.hu



www.mutf.hu

Field of studies:

International Marketing — practice-oriented course including case studies conducted in teams in English. One semester in spring, 3 credits. We have 5-8 foreign students in each semester, as we can offer several other courses in English.

„International week” organized in April, every year. We have 8-10 guest lecturers, coming from Belgium, France, Finland, Germany, Greece, and the USA. Their courses are run in English and German.

Programmes: In different fields of International Marketing and Business

Number of foreign students: 50 on average. Number of credits: 4

Applying for the ”International week” is free, it is not combined with the ”International marketing” course.

We are in connection with 30 colleges in Europe. They receive cca 50 of our students every year for one semester.

Six students have the opportunity to get a degree in Germany, Scotland and Ireland.

Concept for mobility:

To develop connections between high schools in order to create personal connection between students and lecturers.

Form of mobility:

Teachers’ and students’ exchange within the framework of Erasmus and internship relations of colleges.

Strengths:

Young, innovative college, with expanding foreign and home connections. Our Marketing and Communication courses are among the best in Hungary.

Weaknesses:

only 1 Master course in Marketing from 2010

The goal is to emphasize differences in domestic marketing and marketing across cultures. The theory will be introduced by case studies in the following fields:

- The cultural variable in international marketing
- Cross-cultural consumer behaviour
- Global or intercultural marketing ?
- Adaptation or standardization of product policy
- National, international, and global brands
- International price policy
- Dimensions of distribution channels
- Marketing communication: verbal and nonverbal communication; advertising; SP, PS, PR; intercultural negotiations

