

Academic year:  
2025/2026



**BUDAPEST UNIVERSITY  
OF ECONOMICS  
AND BUSINESS**

## BA Communication and Media Studies

Semester 1	Credit	Semester 2	Credit
Communication Theory	6	Media Economics	3
CSR and Business Ethics	3	Business Communication	6
Marketing	6	Introduction to Sales Projects	3
Introduction to Accounting	6	Social Statistics	6
Foreign Language for Business and Social Sciences	3	Organizational Management	6
Introduction to Modern Economic Theories	6	International and Legal Studies	6
Semester 3	Credit	Semester 4	Credit
Media Systems	3	Digital Communication	6
Communication Skills Development	3	Crisis Communication	3
Public Relation	6	Programme-specific elective courses 1	6
Data Visualization and Presentation	3	Sustainable and Responsible Management	6
Market Analysis and Marketing Research	3	Business of Tourism	6
Consumer Behavior	6	Elective course	3
Human Resource Management	6		
Semester 5	Credit	Semester 6	Credit
Business Campaign Planning Regulatory	6	Campaign Effectiveness Analysis	6
Environment of Communication	3	Thesis Project 1	2
Programme-specific elective courses 2	6	Thesis Project 2	2
Marketing Communication Research	6	Thesis Project 3	2
Methodology	4	Elective course	6
Elective course	3	Professional Internship	14

### Programme-specific elective courses include

Related Disciplines of Communication; Public Communication; Intercultural Communication; Presentation Skills and Rhetoric; News and Program Editing; Media Literacy; Stylistics and Creative Writing; Executive Communication Training