

Academic year:
2025/2026



**BUDAPEST UNIVERSITY
OF ECONOMICS
AND BUSINESS**

BSc Commerce and Marketing

Semester 1	Credit	Semester 2	Credit
Trade and Logistics	6	Market Analysis and Marketing Research	3
Marketing	6	Business Communication	6
Entrepreneurship and Innovation	6	International and Legal Studies	6
Introduction to Accounting	6	Business of Tourism	6
Fundamentals of Modern Economic Theories	6	Foreign Language for Business and Social Sciences	3
		Business Informatics	6
Semester 3	Credit	Semester 4	Credit
Consumer Behavior	6	Consumer and Buyer Analysis	6
Introduction to Sales Projects	3	Logistics Management	3
Marketing Communication	6	Operations Management	6
Public Relations	6	International Economics	6
Methods of Business Analysis	6	Research Methodology	4
Finance	6	Elective course	6
Semester 5	Credit	Semester 6	Credit
Logistics Planning	6	Marketing Project Planning	6
Marketing Communication Planning	6	Sales Management	3
International Markets and Consumers	6	Supply Chain Management	3
Programme-specific elective courses 1	6	Commerce and Digital Transformation	3
Quantitative Methods for Decision Support	3	Programme-specific elective courses 2	6
		Sustainable and Responsible Management	6
		Elective course	3
Semester 7	Credit	Programme-specific elective courses include	
Thesis 1	2	Digital Marketing; Digital Customer Relationship Management; Transport and Freight Forwarding; Retail Sales Simulation; Logistics Service Providers; Multicultural Marketing; Types of Markets; Data Visualization and Presentation; Digital Supply Chain; Digital Marketing Communication; Creative Design; Related Disciplines of Marketing; Designing the Customer Decision Journey	
Thesis 2	2		
Thesis 3	2		
Elective course	3		
Professional Internship	20		