ÓBUDAI EGYETEM
KELETI KÁROLY GAZDASÁGI KAR

Guide to the interview

Training: **Marketing MSc**

The interview focuses on the candidate's motivation, subject knowledge and practical skills, with particular attention paid to:

- Marketing-oriented approach, consumer- and customer-centric thinking;
- Communication skills, presentation and argumentative skills;
- Creativity, proactivity, innovation;
- Ability to collaborate and delegate;
- Problem sensitivity, problem recognition, problem solving skills;
- Basic economic, marketing and management knowledge;
- Professional and daily knowledge of the market economy;
- Commitment to continuous professional and human development
- Professional experience relevant to your previous qualifications;
- Work experience as an employee or student.

We will review your professional interests, the professional knowledge you have acquired, your future plans, and your plans after completing your chosen MSc. The committee also examines the candidate's attitude. The Committee is interested to hear about your commitment to the business and marketing field and your efforts to develop ongoing collaboration and people skills.

04. October 2023, Budapest,

Dr. János Varga
vice-dean for education