

Recommended Curriculum for Academic Year 2025/2026

Communication and Media Studies BA

Course-unit	Prerequisites	Lecture	Practical class/seminar	Requirements	Credit points
Semester 1					
Social Studies I.	-	2	0	E	3
Social Studies I. Project	-	0	4	P	6
Communication I.	-	2	0	E	3
Network Communication I.	-	2	0	E	3
Creative Communication I.	-	0	2	P	3
Multimedia Applications I.	-	0	4	P	6
Informatics I.	-	0	2	P	3
Principles of Marketing	-	2	0	E	3
Start My Brand	-	0	1	tr	2
University Seminar	-	0	2	P	0
Frame of optional subjects					0
Total		8,0	15,0		32
Semester 2					
Social Studies II.	-	2	0	E	3
Social Studies II. Project	-	0	2	P	3
Communication II.	-	2	0	E	3
Network Communication II.	Network Communication I.	2	0	E	3
Basic Media Studies	-	0	2	P	3
Creative Communication II.	Creative Communication I.	0	2	P	3
Multimedia Applications II.	Multimedia Applications I.	0	4	P	6
Informatics II. (COM)	Informatics I.	0	2	P	3
Frame of optional subjects		0,0	2,0		3
Total		6,0	14,0		30
Semester 3 / Semester recommended for study abroad programmes					
Creative Communication III.	Creative Communication II.	0	2	P	3
Communication III.	-	2	0	E	3
Social Studies III.	-	2	0	E	3
Psychology	-	2	0	E	3
Specialization-specific subjects		2,0	6,0		15
Frame of elective subjects - Training (1)	Start My Brand	0	1	tr	2
Frame of optional subjects					0

Total		8,0	9,0		29	
International Communication specialization						
Introduction to International Relations	-	2	0	E	4	
International Negotiation Techniques	-	0	2	P	3	
Media Project I. (International Communication)	-	0	2	P	4	
Political Communication	-	2	0	E	4	
Total		4,0	4,0		15	
Integrated Media specialization						
Media Genres I.	-	0	2	P	4	
Television Studies	-	0	2	P	3	
Online Media Studies	-	0	2	P	4	
Media Project I. (Integrated Media)	-	0	2	P	4	
Total		0,0	8,0		15	
Semester 4 / Semester recommended for study abroad programmes						
Media Market and Media Law		-	2	0	E	4
Social Psychology			2	0	E	3
Degree thesis forum		-	0	1	ws	1
MyBrand Portfolio			0	2	ws	2
Specialization-specific subjects			3,0	5,0		12
Frame of elective subjects - Training (2)		Start My Brand	0	1	tr	2
Frame of optional subjects			2,0	0,0		3
Total			9,0	9,0		27
International Communication specialization						
Public Diplomacy	-	2	2	E+P	6	
History of Modern International Relations	-	2	0	E	3	
Contrastive Cultures I.	-	2	0	E	3	
Total		6,0	2,0		12	
Integrated Media specialization						
Media Genres II.	Media Genres I.		0	2	P	3
News Editing	-		0	2	P	3
Media Project II. (Integrated Media)	Media Project I. (Integrated Media)		0	2	P	3
Radio Studies	-		0	2	P	3
Összesen (átlagosan)			0,0	8,0		12
Semester 5						

