

LECTURER	THEME*	LEVEL**
Bilinovics-Sipos Judit	Digital Marketing and Consumer Engagement	Marketing MSc
Bilinovics-Sipos Judit	Business Decisions and Decision Support Systems	Marketing MSc
Bilinovics-Sipos Judit	Educational Marketing and Digital Learning Experience	Marketing MSc
Dr. Adrienn Dernóczi-Polyák	Designing University Programs in the Digital Age	Marketing MSc
Dr. Adrienn Dernóczi-Polyák	Designing University Programs in the Digital Age: From the Employer's Perspective	Marketing MSc
Dr. Eszter Szabó-Szentgróti	Inclusion Among University Students	Marketing MSc
Dr. Tamás Vinkóczy	The Impact of Digitalization on Shopping Habits	Marketing MSc
Dr. Tamás Vinkóczy	The Impact of Social Media on Shopping Habits	Marketing MSc
Marah Almelhem	The Role of Emotional Branding in Consumer Loyalty.	Marketing MSc

*These topics are for informational purposes only; the planned start date for topic registration is May 21, 2026.

**Please note that the thesis topics listed below may only be selected by students enrolled in the specified program!