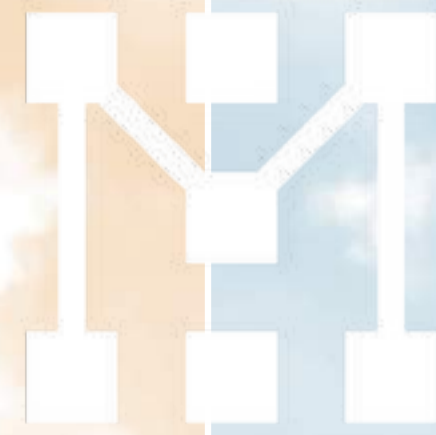


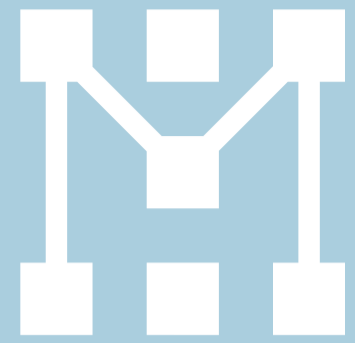
Erasmus+



BUDAPEST
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COMMUNICATION MODULES

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GUIDE

FOR ERASMUS+ STUDENTS

Dear Students,

This file lists courses available for incoming exchange students in the field of Communication for the Fall semester Academic Year of 2026/2027.

The maximum number of ECTS credits that guest students can take is **30 ECTS**, corresponding to one module. **Please note that there is no possibility to combine or switch between modules.** All courses within the selected module will be automatically registered for you. During the course drop period, you will have the opportunity to withdraw from individual courses you do not wish to complete

When preparing your Learning Agreement (Before Mobility), you can use either the template or the Online Learning Agreement Platform, based on the available module list.

Please carefully review the course information for the selected module, as it provides important details about the courses included.

For communication, please **use incoming.erasmus@metropolitan.hu**.



Sustainable Communication in the Age of Artificial Intelligence

How do we communicate effectively when the rules of engagement are constantly changing? This semester investigates the social impacts of **AI** and the **Psychological** mechanisms that drive societal trends. Students will master the art of **Political Communication** and **Global Business messaging**, learning to align business objectives with social responsibility through **Green Marketing**. You will emerge with the ability to navigate diverse media landscapes and lead diverse teams with cultural intelligence and strategic precision.

Subject	Number of lecture class	Number of practical class	Lecture/ Practical class	Credit Points	Erasmus	Group Number
AI Society	2	0	L	5	35	1
Global Business Communication	0	2	P	5	35	2
Green Marketing	0	2	P	5	35	2
Integrated Marketing Communications	2	0	L	5	35	1
Political Communication	2	0	L	5	35	1
Psychology	2	0	L	5	35	1
				30		



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Psychology

The course aims to acquaint students with the field of psychology and provide insight into its various domains. Students will gain foundational knowledge of key concepts, theoretical frameworks, empirical studies, and possible applications of psychological principles. They will learn to recognize and understand the underlying mechanisms of basic psychological phenomena and will be able to reflect on, analyze, and apply these phenomena at the individual, interpersonal, intergroup, and societal levels. The course will also explore the relationship between culture and human behavior, drawing on the diverse cultural backgrounds and experiences of the students

AI Society

The course examines the social impacts of artificial intelligence. It explores how AI technologies transform work, education, governance, communication, and everyday life. Key issues include privacy, employment, democracy, social interaction, cognition, and creativity. Students can also learn about the basic functioning of AI systems and critically evaluate them.

Political Communication

The course offers an insight into the key issues of political communication, providing students with an understanding of the basic concepts and practices of the subject. The subject is an integral part of the International Communication specialization aiming to improve skills that are critical for a well-prepared communicator in the political environment. By completing the course, students will gain an understanding of the key issues and topics of political sciences, political communication, and understand both the theoretical and practical aspects of the field.

Global Business Communication

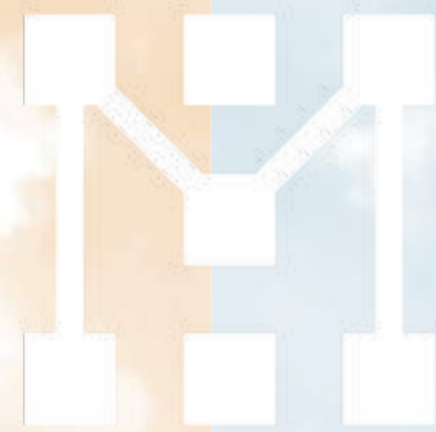
Global Business Communication is a course designed to equip students with the skills needed to communicate effectively in today's interconnected global marketplace. The course focuses on cross-cultural communication, international business etiquette, global teamwork, professional writing, and strategic messaging across diverse audiences. Students will develop practical competencies in negotiating, presenting, and collaborating across cultures while leveraging digital communication tools in multinational environments.

Integrated Marketing Communications

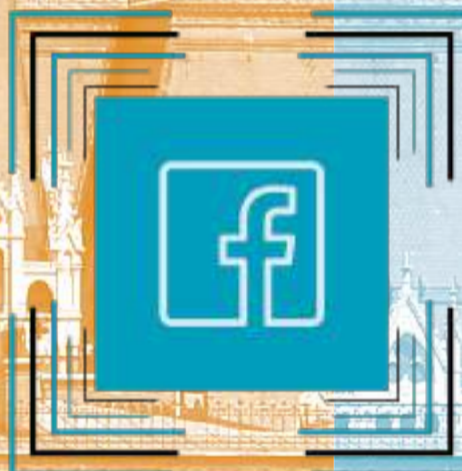
This course provides students with a comprehensive understanding of Integrated Marketing Communications (IMC) as a strategic approach to unifying all marketing tools and channels to deliver a consistent and customer-centered brand experience. Students will explore the planning, development, and implementation of integrated campaigns that align with business objectives and respond to evolving consumer behavior, digital platforms, and media landscapes. By the end of the semester they will be equipped with the relevant methods and practices, including up-to-date applications of Artificial Intelligence, that can even help them pursue a career in the advertising industry.

Green Marketing

Green marketing is a holistic approach that integrates environmental and social considerations into marketing strategies. It enables businesses to create a positive impact while meeting consumer demands and driving sustainable growth. By embracing sustainable marketing practices, companies can contribute to a healthier planet and create a better future for generations to come. This practical class introduces the main areas in the field.



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