08 March 2022, Pécs

**The University of Pécs wins the Diamond Award from the Hungarian Marketing Association**

**5 years, 30 summer schools, 850 participants from 70 countries - the "Pécs Summer School" program of the International Directorate of the University of Pécs has won the Marketing Diamond Award 2021 at the competition of the Hungarian Marketing Association. The award was given in recognition of the high level of brand-building activities of the Pécs Summer School program over the past five years. The award was received by Gyöngyi Pozsgai dr., Head of the Study Abroad, and the Summer University Office of the International Directorate of the UP in Budapest.**

The aim of the Marketing Diamond Awards is to contribute to the spread of sophisticated, professionally sound practices by recognizing and promoting successful, effective marketing solutions and to help marketers to achieve the highest possible quality in their marketing activities. The Marketing Diamond Award is a mark of recognition for professional excellence in marketing.

The professional evaluation of the applications was carried out by a professional jury of renowned personalities in the field of marketing in Hungary - scientists, educators, and practitioners - who recognized the professionalism, efficiency, and effectiveness of the branding activities carried out for the Summer School program of Pécs.

In recent years, more and more faculties (Faculty of Humanities and Social Sciences, Faculty of Music and Visual Arts, Faculty of Cultural Sciences, Education, and Regional Development, Faculty of Law and Political Sciences, Faculty of Engineering and Information Technology) have become involved in the education program.

The Marketing Diamond Award, the professionally excellent marketing mark awarded by the Hungarian Marketing Association, is an important recognition of the internationalization activities of the University of Pécs.