Double professional success

The University of Pécs was awarded the City Marketing Diamond Award for its enrolment campaign and for strategically linking the marketing of the city and the university The University of Pécs was awarded the City Marketing Strategy Award at the Marketing Summit Hungary. The awards were presented on 15th September at the Várkert Bazaar by Zoltán Győrffy, Head of the Relations Directorate of the UP, and Dr. Réka Hegedüs, Head of the Enrolment Marketing Office of the Relations Directorate of the UP.

The Marketing Summit Hungary is one of the largest educational and networking events of the Hungarian Marketing Association and the marketing profession, a professional summit of marketing and business decision makers, which is increasingly attended by Hungarian higher education institutions every year. Awards are also presented at the event: marketing activities that are professionally impeccable, outstanding and forward-looking at national level are recognized. Hundreds of applications are received for each of these awards.

Unievrsity of Pécs applied for the City Marketing Diamond Award with its material entitled "Elements of Pécs in the UP's domestic enrolment campaign", in which Ferling PR Agency was the agency partner.

"The University of Pécs is the only higher education institution to have received recognition at the awards ceremony in 2022.