



UNIVERSITY OF PÉCS
Faculty of Business and Economics

LÁSZLÓ CSÓKA, PH.D.

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Nationality: Hungarian

Date of birth: 10.12.1992.

Sex: male

Workplace: University of Pécs Faculty of Business and Economics (UPFBE), Department of Marketing and Tourism

Job position: assistant professor

EDUCATION AND TRAINING

Ph.D. / Ph.D. in Business Administration

2021

University of Pécs, Faculty of Business and Economics, Doctoral School in Business Administration

MSc / Economist in Marketing

2017

University of Pécs, Faculty of Business and Economics

BSc / Economist in Commerce and Marketing

2015

University of Pécs, Faculty of Business and Economics

Graduation

2011

University of Pécs, Deák Ferenc Practice Primary and Secondary School

LANGUAGE SKILLS

	Understanding		Speaking		Writing
	Listening	Reading	Spoken interaction	Spoken production	
english	B2	B2	B2	B2	B2
german	B1	B1	B1	B1	B1

Language exams:

ECL Language Exam, Upper-Intermediate (B2) Complex Exam in English

Zöld Út Language Exam – MATE, Upper-Intermediate (B2) Complex Exam in Business English

Társalkodó Language Exam - Kodolányi János University, Lower-Intermediate (B1) Complex Exam in German

AWARDS AND ACHIEVEMENTS

2022 Pro Cura Ingenii Award

Based on the recommendation of the Talent Council of the University of Pécs, two faculty members from every faculty who have performed outstanding tutoring activities may be awarded the "Pro Cura Ingenii" award.

WORK EXPERIENCE

assistant professor | University of Pécs Faculty of Business and Economics

2022 – present

Education: Teaching courses related to digital marketing and tourism software in both undergraduate and master's programs, in Hungarian and English.

Scientific Research: Participation in several research projects in both marketing and tourism fields.

assistant lecturer | University of Pécs Faculty of Business and Economics

2021-2022

Education: Teaching courses related to digital marketing and tourism software in undergraduate programs, in both Hungarian and English.

Scientific Research: Participation in research projects in the fields of sports consumption and digital marketing.

TEACHING EXPERIENCE

Course name	Level	Language	Course Leader (Y/N)	Own course development(Y/N)	Joint course development (Y/N)
Digital Marketing Decisions	MSc	Hungarian	N	N	Y
Foundations of Digital Marketing	BSc	Hungarian	Y	Y	N
Tourism Software Knowledge	BSc	Hungarian	Y	Y	N
Marketing Calculations	BSc	Hungarian	N	N	N
Foundations of Digital Marketing	BSc	English	Y	Y	N
Marketing Calculations	BSc	English	N	N	N
Marketing	BSc	Hungarian	N	N	Y
Sport Economics	BSc	Hungarian	Y	Y	N
Sport Marketing	BSc	Hungarian	Y	Y	N

TEACHING MATERIAL

Csóka László (2024): Hogyan legyünk sikeresek az online és a direkt marketing világában? In: Rekettye, Gábor Kkv-marketing : Minden, amit a kisebb cégeknek a marketingről tudniuk kell. Budapest, Hungary : Akadémiai Kiadó. Available: https://mersz.hu/hivatkozas/m1152km_125

Csóka László (2019): Video tutorial on calculation-based problem solving for the Marketing course.

RESEARCH INTREST AND PROJECTS

Project Name	Title	Responsibilities
NKFIH OTKA K_22 142571	Smart Tourism	The chances and opportunities for the development of smart destinations and smart tourism in Hungary with special regard to the challenges of the post-pandemic period.

PUBLICATION HIGHLIGHTS

Kinga Lampek, László Csóka, Réka Hegedüs, Miklós Zrínyi, Mária Törőcsik | 2021 | BMC Public Health
SPORTS ACTIVITIES OF 60 ABOVE HUNGARIAN ELDERLY-EXPLAINING AND PREDICTING IMPACT OF EXERCISE ON HEALTH

Tibor Gonda, Kinga Angler, László Csóka | 2021 | European Countryside
THE ROLE OF LOCAL PRODUCTS IN TOURISM

Mária Törőcsik, László Csóka, Péter Németh, Ágnes Neulinger | 2023 | Financial and Economic Review
CHANGES IN THE ATTITUDES OF HUNGARIAN SHOPPERS IN TIMES OF CRISIS

The detailed list of publications is available in the Hungarian Scientific Bibliography at:

Publications in MTMT

ORCID: <https://orcid.org/0009-0005-1255-198X>

FURTHER SKILLS AND COMPETENCIES

Data Analysis: SPSS, SPSS Amos, SmartPLS

Tourism software: HostWare FRO, HostWare VEN, HostWare ARU

Digital marketing related software: Google Ads, Facebook Ads Manager, ChatGPT