

MASTER IN BIOMARKETING

Langue principale d'enseignement

Français Anglais Arabe

Campus où le programme est proposé : CST

OBJECTIVES

The Master in Biomarketing aims to equip students, particularly those with backgrounds in science and marketing, with the skills needed to thrive in executive roles. Scientific students will develop into strategic decision-makers adept at analyzing market dynamics, mastering business intelligence and development, and crafting marketing, communication, and media plans. The program's objectives are as follows:

- Educate marketing and sales professionals with scientific and techno-commercial skills;
- Provide a robust scientific education covering strategic plan design and assessment of commercial impact within industries such as pharmaceuticals, food, cosmetics, paramedical, and biotechnology;
- Develop proficiency in managing biochemical market dynamics by addressing financial and economic challenges and implementing effective marketing and communication strategies.

COMPETENCIES

- Conduct market research across pharmaceuticals, cosmetics, food, medical, chemical, and biotech sectors;
- Design and execute marketing strategies tailored to pharmaceuticals, cosmetics, food, medical, chemical, and biotech products;
- Develop and implement sales strategies for products within pharmaceuticals, cosmetics, food, medical, chemical, and biotech industries;
- Manage communication with diverse stakeholders such as customers, distributors, suppliers, employees, public sector, and civil society within the biological and chemical sectors;
- Innovatively establish and manage a business in the biological and chemical sectors, ensuring adherence to quality standards and corporate social responsibility guidelines.

ADMISSION REQUIREMENTS

Admission to the Master in Biomarketing requires a bachelor in biology, chemistry, biochemistry, medical sciences, pharmaceutical sciences, paramedical sciences, including nutrition and medical laboratories, or any other bachelor's degree reviewed and approved by the Equivalence Committee of USJ, along with proficiency in English. Evaluation of candidates' applications and interviews by a selection committee are further steps in the admission process.

COURSES/CREDITS GRANTED BY EQUIVALENCE

Equivalences are determined by studying academic records and correlating them with descriptions of pre-approved courses.

PROGRAM REQUIREMENTS**Core Courses (120 Cr.)**

Advanced Topics in Marketing (4 Cr.), Biotechnology and Medical Devices Industry (3 Cr.), Brand Development and Planning (3 Cr.), Business Development, Channeling and Structuring (2 Cr.), Career Planning (4 Cr.), Chemical Products and Detergents (2 Cr.), Communication (4 Cr.), Corporate Management (4 Cr.), Corporate Strategy (4 Cr.), Customer Relationship Management (2 Cr.), Data Processing and Analysis (4 Cr.), Dermocosmetics and Capillary Products (2 Cr.), Entrepreneurship (6 Cr.), Final Year Project (30 Cr.), Food Products and Additives (2 Cr.), Fundamentals of Digital Marketing (2 Cr.), Introduction to Economics (2 Cr.), Law and Legislation (2 Cr.), Legislation

and Regulations Governing Organic Products (2 Cr.), Market Access (2 Cr.), Market Analysis (2 Cr.), Marketing Principles (4 Cr.), Mastering Digital Marketing (2 Cr.), Mastering the Art of Salesmanship (3 Cr.), Media and Public Relations (2 Cr.), Packaging and Labelling (2 Cr.), Pathophysiology of Human Diseases (2 Cr.), Perfumes, Aromas and Cosmetics (2 Cr.), Pharmaceuticals (4 Cr.), Principles of Advertising and Design (3 Cr.), Project Management (4 Cr.), Quality Control Guidelines (2 Cr.), Strategic Marketing (2 Cr.).

SUGGESTED STUDY PLAN

Semester 1

Code	Course	Credits
048FMCBM1	Marketing Principles	4
048COMTM1	Communication	4
048FDMBM1	Fundamentals of Digital Marketing	2
048PCCBM1	Chemical Products and Detergents	2
048PRCBM1	Perfumes, Aromas and Cosmetics	2
048PTCBM1	Dermocosmetics and Capillary Products	2
048PACCM1	Food Products and Additives	2
048PPCBM1	Pharmaceuticals	4
048TAMTM1	Data Processing and Analysis	4
048BDQTM1	Quality Control Guidelines	2
048DRLTM1	Law and Legislation	2
	Total	30

Semester 2

Code	Course	Credits
048BHCBM2	Biotechnology and Medical Devices Industry	3
048CRCBM2	Customer Relationship Management	2
048ETPTM2	Entrepreneurship	6
048STCBM2	Strategic Marketing	2
048EECCM2	Packaging and Labelling	2
048PMCBM2	Pathophysiology of Human Diseases	2
048IECBM2	Introduction to Economics	2
048PVPTM2	Career Planning	4
048PGCBM2	Principles of Advertising and Design	3
048PRMTM2	Project Management	4
	Total	30

Semester 3

Code	Course	Credits
048AMKBM3	Advanced Topics in Marketing	4
048CMGBM3	Corporate Management	4
048CSTBM3	Corporate Strategy	4
048EMCBM3	Market Analysis	2

048MDMBM3	Mastering Digital Marketing	2
048MACBM3	Market Access	2
048BDCBM3	Business Development, Channeling and Structuring	2
048BPCBM3	Brand Development and Planning	3
048LRCBM3	Legislation and Regulations Governing Organic Products	2
048MRCBM3	Media and Public Relations	2
048TVCBM3	Mastering the Art of Salesmanship	3
	Total	30

Semester 4

Code	Course	Credits
048PFETM4	Final Year Project	30
	Total	30

COURSE DESCRIPTION

048AMKBM3	Advanced Topics in Marketing	4 Cr.
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This course aims to immerse students in specialized areas crucial for gaining a deep understanding of contemporary marketing strategies. It covers several components:

1. “Adaptation Marketing” familiarizes students with flexible strategies necessary to adapt to specific, dynamic, and evolving markets;
2. “Behavioral and Neuromarketing” explores the psychological and neuroscientific aspects of consumer behavior to understand their decision-making processes;
3. “Luxury Marketing” delves into the exclusive world of luxury brands, focusing on specific strategies and attributes defining this unique market segment;
4. “Multi and Omnichannel Marketing” addresses challenges and opportunities related to managing marketing campaigns across multiple channels, preparing students to orchestrate consistent consumer experiences across various touchpoints.

048BHCBM2	Biotechnology and Medical Devices Industry	3 Cr.
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048BPCBM3	Brand Development and Planning	3 Cr.
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This course aims to equip participants with comprehensive strategies for crafting, nurturing, and overseeing influential brands. Objectives encompass delving into the theoretical underpinnings of branding, scrutinizing market dynamics, and forging a unique brand identity. Participants will gain proficiency in devising strategic brand development blueprints and honing practical brand management competencies, empowering them to cultivate cohesive and unforgettable brand interactions for their intended audience.

048BDCBM3	Business Development, Channeling, and Structuring	2 Cr.
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This course provides participants with a comprehensive set of skills to navigate effectively in global business operations. Key objectives include acquiring intercultural skills for managing diverse relationships, developing the ability to manage distributors, and analyzing and solving problems within the supplier-distributor-hospital chain. Participants will learn to evaluate and select optimal distributors based on various criteria. Additionally, participants will understand the role of a channel/manager specialist, enhance critical thinking to select local partners, and develop skills to structure a strong sales, marketing, and business development force. The program covers the identification of internal hospital structures and adapting approaches to potential clients based on their offerings and target audience. Moreover, the focus is on practical negotiation skills to engage with distributors and suppliers, recognizing the nuanced nature of distributor relationships. Balancing theory and practical applications, the course prepares participants to skillfully manage complex dynamics in the supply chain and address the varied challenges of the market.

048PVPTM2	Career Planning	4 Cr.
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The main objective of this course is to prepare students for a successful integration into professional life. It allows the development of practical skills through direct interaction with experts in the relevant sectors. As part of the Master in Biomarketing, students will have the opportunity to participate in a job interview simulation to enhance their communication and presentation skills. In the second part of the course, an interactive seminar with professionals from the marketing departments of pharmaceutical, cosmetic, agri-food industries, or others is conducted. These speakers will share their practical experiences and perspectives on the professional world, providing students with a concrete view of opportunities and challenges in these specific fields.

048PCCBM1	Chemical Products and Detergents	2 Cr.
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This course defines the characteristics of various chemical products, covering different compositions, structures, modes of action, and uses, as well as the legislative framework guiding their use. It explains the logic and functional framework in business management, basic concepts, and the application process. The course aims to understand marketing approaches, from analysis to decision-making, to formulate an offer to this specific market. It initiates students into the analysis of the market's supply and demand, consumer behavior, and the fundamental decisions of marketing, such as market segmentation, targeting, and positioning of these types of products.

048COMTM1	Communication	4 Cr.
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This course aims to enhance students' oral, written, and negotiation skills.

- Oral communication: To emphasize the importance of effective verbal interaction in various contexts, including teamwork, group dynamics, and professional settings. Topics covered include articulating ideas, active listening, questioning techniques, fostering interpersonal relationships, negotiation strategies, conflict resolution, and giving feedback.
- Written communication: To underscore the importance of proficient written communication for organizational reputation. It explores various forms of written communication within an organization, such as internal memos, reports, and letters. The course also equips students with the necessary techniques for crafting impactful documents in the professional sphere, including resumes, cover letters, job application emails, and unsolicited applications.

048CMGBM3	Corporate Management	4 Cr.
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This course is designed to equip students with essential skills in modern corporate management. It covers key components such as Supply Chain Management, which focuses on optimizing strategies for the supply chain; Management of Innovation, which emphasizes processes and methodologies for fostering and implementing innovation within the company; Organizational Management, which analyzes structures and practices for optimal efficiency; and Human Resources Management, which provides vital skills for managing human capital.

048CSTBM3	Corporate Strategy	4 Cr.
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This course aims to enhance students' ability to analyze the strategic environment effectively, enabling them to make well-informed decisions. It focuses on crafting clear and tailored strategies while considering operational and financial ramifications. Through corporate strategy case studies, students will refine their skills in gathering pertinent information and applying conceptual frameworks.

048CRCBM2	Customer Relationship Management	2 Cr.
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048TAMTM1	Data Processing and Analysis	4 Cr.
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This course consists of two main components:

1. Statistics: This section highlights the significance of statistics in data analysis, study planning, and comprehension of scientific literature;
2. Multivariate Analysis: This section equips students with skills to employ statistical tools for extracting insights and generating new knowledge from intricate databases acquired through analytical methods or alternative approaches. Multivariate Analysis finds extensive application across diverse fields such as science, engineering, pharmacology, medicine, economics, and sociology.

048PTCBM1	Dermocosmetics and Capillary Products	2 Cr.
<p>This course provides theoretical and scientific knowledge of cosmetic and hair care products. It also introduces promotional concepts, encouraging students to identify, summarize, and understand cosmetic and hair care product ranges within a product range catalog. The course aims to recognize and assess the strengths and weaknesses of these products to develop a marketing action plan and execute it.</p>		
048ETPTM2	Entrepreneurship	6 Cr.
048PFETM4	Final Year Project	30 Cr.
<p>This course serves as the culminating internship experience for students. They will engage in a 4 to 7-month internship within the marketing department of a biotechnology industry. Upon completion, students will prepare a comprehensive report detailing their work and present it to a jury comprising postgraduate instructors and field experts for evaluation and defense.</p>		
048PACCM1	Food Products and Additives	2 Cr.
<p>The first part of this course aims to define a multitude of food products on the market, covering different aspects: ingredients, manufacturing, role, claims, reasons for emergence, health effects, nutritional value, metabolism, regulation, and legislation. The second part presents the major concepts targeted by food formulation and the study of the main ingredients and food additives in relation to their role and modes of action during food preparation, processing, or storage. The regulatory aspect of additive use, their metabolism, and toxicological profiles are also presented.</p>		
048FDMBM1	Fundamentals of Digital Marketing	2 Cr.
<p>This course offers a comprehensive study of core principles crucial for success in the digital marketing realm. Participants will delve into various online marketing strategies such as social media management, SEO, and online advertising, gaining valuable insights and practical skills essential for designing and executing effective digital campaigns.</p>		
048IECBM2	Introduction to Economics	2 Cr.
<p>The aim of this course is to provide students with basic microeconomic analysis and to study different types of goods and services markets. It aims to understand the mechanisms that determine the quantities produced and the prices seen in today's markets.</p>		
048DRLTM1	Law and Legislation	2 Cr.
<p>The first part of this course focuses on defining intellectual property, encompassing exclusive rights granted for intellectual creations across various domains. It aims to highlight the significance and benefits of this concept before delving into the procedures for registering inventions or products. The second part of the course aims to familiarize students with the regulatory framework governing interactions with citizens. It covers consumer law, business law, social law, labor law, and environmental law. These rules are codified, requiring students to identify relevant texts for each domain. Topics covered include: International Environmental Law and its application in Lebanon; Labor Law; Social Security Law; Commercial Law; and Corporate and Industrial Law.</p>		
048LRCBM3	Legislation and Regulations Governing Organic Products	2 Cr.
<p>This course aims to familiarize students with key aspects of the law, ministerial decisions, and the roles of different stakeholders involved in the classification, registration, importation, and sale of pharmaceuticals, cosmetics, dietary supplements, and medical devices. It will also cover techniques for studying registration dossiers and pricing methods for these products.</p>		
048MACBM3	Market Access	2 Cr.
<p>This course provides a practical introduction to pricing and market access strategy for healthcare sector leaders, essential for effective pharmaceutical product management. It addresses the shifting focus of pharmaceutical companies from sales and marketing to strategic pricing and market access due to market access challenges.</p>		

048EMCBM3	Market Analysis	2 Cr.
<p>This course focuses on delivering a robust methodological framework for market analysis. It aims to equip students with the skills needed to become proficient research officers or professionals capable of effectively engaging in market research negotiations. By the course's conclusion, students will grasp the significance of applying a scientific approach to market research and will be competent in leading key stages of a study to tackle companies' marketing challenges.</p>		
048FMCBM1	Marketing Principles	4 Cr.
<p>This course focuses on fundamental marketing concepts, frameworks, and practical applications relevant to contemporary business environments. Its aim is to equip students with a comprehensive understanding of marketing's role in businesses and how to execute successful marketing strategies.</p>		
048MDMBM3	Mastering Digital Marketing	2 Cr.
<p>This course builds upon the foundational digital marketing skills. It provides comprehensive immersion in the digital marketing realm, focusing on practical concept application. Through case studies and projects, it prepares students for success in the dynamic digital marketing landscape.</p>		
048TVCBM3	Mastering the Art of Salesmanship	3 Cr.
<p>This course aims to equip students with the latest sales techniques and professionalism necessary for their mandatory transition into the professional world, often starting with sales-related roles, ensuring a seamless and enjoyable experience.</p>		
048MRCBM3	Media and Public Relations	2 Cr.
<p>This course aims to develop in-depth knowledge of communication strategy, media strategy, planning, and the basics of public relations. The course provides a thorough understanding of fundamental practices necessary for implementing effective communication strategies, media management, and building a positive reputation. Participants will gain essential practical skills to navigate successfully in the complex landscape of media and public relations.</p>		
048EECCM2	Packaging and Labelling	2 Cr.
<p>This course aims to give students the basics of food packaging as well as an introduction to cosmetic, pharmaceutical, and other types of packaging. It aims to familiarize students with packaging principles and techniques, providing them with the keys and tools to succeed when working in this field.</p>		
048PMCBM2	Pathophysiology of Human Diseases	2 Cr.
<p>This course aims to describe and analyze, at the cellular and molecular levels, the mechanisms involved in the deregulation of homeostasis and the various reactions of the body to stress of organic origin, with a focus on the cardiovascular, nervous, renal, and muscular systems.</p>		
048PRCBM1	Perfumes, Aromas and Cosmetics	2 Cr.
<p>This course delves into the expanding interest in cosmetology, particularly decorative cosmetics, and its significant role in global, regional, and national commercial and industrial spheres. Students, especially practitioners, encounter a spectrum of challenges spanning biological, chemical, industrial, commercial, and ethical domains. It delves into the industrialization and scientific aspects of cosmetic products like dyes, nail polishes, lipsticks, as well as cleaning products such as soaps, milks, and shampoos, aiming to provide students with a comprehensive understanding of the industry's challenges and underlying science.</p>		

048PPCBM1	Pharmaceuticals	4 Cr.
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This course allows students to acquire essential knowledge about the main classes, forms, and administration routes of drugs and to present the pharmacological reasoning around drugs, including pharmacodynamics, pharmacokinetics, pharmacovigilance, and pharmacoeconomics. Additionally, students will be introduced to the drug development phases in the pharmaceutical industry and the commercialization of a drug on the market. The course also draws attention to the harmful and undesirable effects of drugs that appear under the framework of pharmacovigilance.

048PGCBM2	Principles of Advertising and Design	3 Cr.
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This course aims describes the fundamental elements of advertising and examines the role of advertising in the Communication Mix and Marketing Mix. The course covers essential elements of high-level advertising during which the students will be able to develop their own ATL (Above the Line) advertising campaign while distinguishing between advertising, media, media planning, and creativity. The course also seeks to understand the structure of an advertising agency, key elements, advertising approach strategies, and the role of different departments in relation to others.

048PRMTM2	Project Management	4 Cr.
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This course provides an introduction to the fundamentals of project management, including knowledge, techniques, methods, and practices. It aligns with internationally recognized standards, specifically those of the Project Management Institute, based on the five-phase project life cycle: initiation, planning, execution, monitoring and control, and closure, as well as the ten knowledge categories.

048BDQTM1	Quality Control Guidelines	2 Cr.
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This course aims to introduce the new requirements of ISO 9001:2015 - Quality Management System (QMS). Applying these requirements through the process approach and the use of performance measurement and continuous improvement tools serves as the foundation for effective quality management. The course emphasizes the importance of quality management in various industries and equips students with the skills needed to implement and maintain a quality management system.

048STCBM2	Strategic Marketing	2 Cr.
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This course aims to recall the theoretical and operational foundations of marketing while training students in a strategic and in-depth way of thinking in the marketing world. The main objective of the course is to provide students with the necessary tools for sector analysis, enabling them to link corporate strategy and marketing, conduct competitive analysis, and define a marketing plan in line with the company's strategic orientations.