

MASTER IN PHARMACEUTICAL MARKETING

Main Language of Instruction:

French ☒ English ☒ Arabic ☐

Campus Where the Program Is Offered: CSM

OBJECTIVES

Train senior executives capable of:

- Developing and managing innovative pharmaceutical marketing strategies
- Leading the launch and development of branded, generic, and biosimilar drugs
- Mastering digital marketing and data-driven tools
- Managing multidisciplinary teams in complex pharmaceutical environments
- Understanding the regulatory, financial, and industrial challenges of the regional and international pharmaceutical sector

PROGRAM LEARNING OUTCOMES (COMPETENCIES)

- Acquire essential theoretical and methodological foundations for marketing in the health and care product industry, aligned with current market realities.
- Understand stakeholders and challenges in this sector, including pharmacoeconomics and marketing tools.
- Deepen the practical application of knowledge for commercial decision-making and navigate marketing challenges within the broader business management context.
- Learn to formulate recommendations to address specific marketing issues, including developing and executing marketing plans, communication strategies, and launching new products and services.

ADMISSION REQUIREMENTS

The program is open to applicants with a doctorate in pharmacy, dentistry, or medicine. Admission is based on a thorough review of each applicant's academic record.

PROGRAM REQUIREMENTS

120 credits: Required Courses (120 credits).

Required Courses (120 Cr.)

Pharmaceutical Environment and Health Economics (15 Cr.). Ethics, Law, and Compliance (10 Cr.). Finance, Supply Chain, and Pharmaceutical Operations (15 Cr.). Management, Leadership, and Soft Skills (15 Cr.). Digital Marketing and Digital Transformation (15 Cr.). Advanced Pharmaceutical Marketing (15 Cr.). Final Dissertation / Capstone Project (10 Cr.). Research, Development, and Pharmaceutical Innovation (15 Cr.). Human Resources and Talent Management (10 Cr.).



SUGGESTED STUDY PLAN

Semester 1

Code	Course Name	Credits
004MPMLM1	Management, Leadership, and Soft Skills	15
004MPEPM1	Pharmaceutical Environment and Health Economics	15
	Total	30

Semester 2

Code	Course Name	Credits
004MPMPM2	Advanced Pharmaceutical Marketing	15
004MPDMM2	Digital Marketing and Digital Transformation	15
	Total	30

Semester 3

Code	Course Name	Credits
004MPFSM3	Finance, Supply Chain, and Pharmaceutical Operations	15
004MPRDM3	Research, Development, and Pharmaceutical Innovation	15
	Total	30

Semester 4

Code	Course Name	Credits
004MPRHM4	Human Resources and Talent Management	10
004MPEDM4	Ethics, Law, and Compliance	10
004MPPFM4	Final Dissertation / Capstone Project	10
	Total	30

COURSE DESCRIPTION

004MPEPM1	Pharmaceutical Environment and Health Economics	15 Cr.
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This course covers:

- Market Intelligence & Strategic Analysis
- Brand Strategy & Marketing Plan Development
- Introduction to Health Economics
- Healthcare Systems and Pharmaceutical Policies
- International Regulations: FDA – EMA – WHO
- Pharmacovigilance and Compliance
- Market Trends: Generics / Biosimilars / Biotech / OTC / Consumer Healthcare — Focus on Generics
- Regulatory Challenges of Generic Drugs
- Project

004MPEDM4	Ethics, Law, and Compliance	10 Cr.
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This course covers:

- Pharmaceutical Deontology
- Pharmaceutical Compliance
- Promotional Regulation
- Ethics of Pharmaceutical Marketing
- Transparency and Conflicts of Interest

- Corporate Social Responsibility (CSR)
- Data Protection and Healthcare Cybersecurity
- Digital Regulation and Health Advertising

004MPFSM3	Finance, Supply Chain, and Pharmaceutical Operations	15 Cr.
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This course covers:

- Accounting for Managers
- Financial Analysis of Pharmaceutical Laboratories
- Budget Management
- Financial KPIs
- Cost Management
- Pharmaceutical Supply Chain
- Drug Distribution and Logistics
- Inventory Management
- Procurement and Purchasing
- Supply Chain Risk Management
- Business Continuity Management
- Market Access for Generic Drugs
- Differentiation and Added Value
- Regulatory Challenges of Generic Drugs
- IQVIA and Market Data
- How to Promote with the Right Tools
- Product Portfolio Management
- Industry Cases Workshop
- Medical Device Promotion — Applied Module

004MPMLM1	Management, Leadership, and Soft Skills	15 Cr.
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This course covers:

- Emotional Intelligence and Professional Communication
- Conflict Management and Negotiation
- Stress Management and Crisis Leadership
- Pharmaceutical Management in Unstable Environments and Conflict Zones (Middle East Focus)
- Decision-Making Techniques
- Time Management and Productivity
- Interview Techniques and Recruitment
- Selling Techniques
- Leadership Course Structure
- How to Conduct a Professional Interview
- Corporate Communication
- Public Speaking and Presentation Techniques
- Networking and Personal Branding
- Professional Writing and Executive Reporting

004MPDMM2	Digital Marketing and Digital Transformation	15 Cr.
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This course covers:

- Digital Transformation in the Pharmaceutical Industry
- Strategic Digital Marketing
- Social Media Marketing
- Medical Content Marketing
- Pharmaceutical SEO / SEM
- Google Ads and Meta Ads Campaigns
- CRM and Marketing Automation
- E-Detailing and Omnichannel Communication
- Pharmaceutical Email Marketing

- Medical Influencer Marketing and KOL Management
- Health Community Management, Data and KPIs
- Introduction to Data Analytics
- Marketing and Commercial KPIs
- Dashboards and Reporting
- Campaign Performance Analysis
- Google Analytics and Digital Tools
- Digital Market Research
- Digital Innovation
- Artificial Intelligence in Healthcare
- Pharmaceutical Big Data
- E-Health and Telemedicine
- Mobile Health Applications
- Digital Therapeutics
- Innovation and Connected Health

004MPMPM2	Advanced Pharmaceutical Marketing	15 Cr.
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This course covers:

- Fundamentals of Pharmaceutical Marketing
- Marketing of Ethical Drugs and OTC Products
- Marketing of Cosmetics and Dermo-Cosmetics
- Strategic Marketing: Positioning, Segmentation and Targeting
- Operational Marketing
- Strategic Positioning and Pharmaceutical Brand Management
- Pharmaceutical Product Life Cycle
- New Product Launch
- Pre-Launch and Post-Launch Strategy
- Marketing Project
- Foundations of Marketing & The Pharma Ecosystem
- Market Intelligence & Strategic Analysis
- Brand Strategy & Marketing Plan Development
- New Product Launch Excellence
- In-Line Brand Management & Tactical Execution
- Cross-Functional Leadership & Marketing Excellence
- Forecasting and Business Intelligence
- Patient-Centric Marketing (Patient Centricity)
- Market Access and Business Strategy
- Pharmacoeconomic Studies
- Pricing and Reimbursement
- Relations with Health Authorities

004MPPFM4	Final Dissertation / Capstone Project	10 Cr.
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This course covers:

- Strategic Marketing Plan for a Pharmaceutical Product
- Launch Strategy for a Generic Drug
- Pharma Digital Transformation Project
- Business Plan for a Pharmaceutical Company
- Market Access Study
- Regional Market Study: Middle East
- Collaboration with a Pharmaceutical Company
- Real-World Case Study
- Oral Defense before an Academic and Industry Jury
- Professional Dissertation or Applied Project



004MPRDM3

Research, Development, and Pharmaceutical Innovation

15 Cr.

This course covers:

- Drug Development Process
- Clinical Research and Clinical Trials
- Pharmaceutical Innovation
- Development of Generics and Biosimilars
- Regulatory Dossiers
- Intellectual Property and Patents
- Life Cycle Management — Generics
- Real-World Case Studies
- Product Launch Simulation
- Biostatistics / Brochure Writing

004MPRHM4

Human Resources and Talent Management

10 Cr.

This course covers:

- Fundamentals of Human Resources
 - Recruitment and Talent Acquisition
 - Performance Evaluation
 - Building HR KPIs
 - Training and Skills Development
 - Employee Motivation and Talent Retention
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