

MASTER EN BIOMARKETING

Langue principale d'enseignement

Français Anglais Arabe

Campus où le programme est proposé : CST

OBJECTIFS

Le programme de Master en biomarketing vise à former des professionnels et à construire un profil exécutif pour les étudiants dans les domaines des sciences et du marketing. Les étudiants-scientifiques deviendront des décideurs stratégiques capables d'analyser la dynamique des marchés, de maîtriser l'intelligence commerciale et le développement commercial, et d'élaborer des plans marketing, de communication et médias. Les objectifs du programme se résument comme suit :

- Former des professionnels du marketing et des ventes dotés de compétences scientifiques et technico-commerciales.
- Fournir une excellente éducation scientifique allant de la conception de plans stratégiques à l'évaluation de l'impact commercial de l'industrie biochimique, en particulier dans les secteurs pharmaceutique, alimentaire, cosmétique, paramédical ainsi que dans les industries biotechnologiques.
- Développer les compétences nécessaires à la gestion de la dynamique des marchés biochimiques, en analysant les défis financiers et économiques et en mettant en place des stratégies de marketing et de communication.

COMPÉTENCES

- Concevoir et mettre en œuvre une stratégie marketing relative aux produits pharmaceutiques, cosmétiques, alimentaires, médicaux, chimiques et du secteur biotechnologique
- Concevoir et mettre en œuvre une stratégie marketing digital pour optimiser la présence en ligne et l'engagement pour les produits pharmaceutiques, cosmétiques, alimentaires, médicaux, chimiques et biotechnologiques.
- Concevoir et mettre en œuvre une stratégie de vente des produits pharmaceutiques, cosmétiques, alimentaires, médicaux, chimiques et du secteur biotechnologique
- Gérer la communication avec les diverses parties prenantes (clients, distributeurs, fournisseurs, employés, secteur public, société civile, etc.) dans le secteur biologique et chimique
- Gérer une entreprise dans le secteur biologique et chimique, de manière innovante et en respectant les standards qualité et les directives de responsabilité sociétale

CONDITIONS D'ADMISSION

- Baccalauréat ou Master en sciences fondamentales ou appliquées en biologie, chimie ou biochimie. Diplôme en sciences médicales, pharmaceutiques ou paramédicales, incluant la nutrition et les laboratoires médicaux. Tout autre baccalauréat doit être examiné et approuvé par le Comité d'équivalence de l'USJ.
- Maîtrise de l'anglais.

L'admission au Master en biomarketing est soumise à l'examen d'un dossier de candidature suivi d'un entretien devant un comité de sélection.


UE/CRÉDITS ATTRIBUÉS PAR ÉQUIVALENCE

Les équivalences sont établies à la base de l'étude des dossiers et en corrélation avec les descriptifs des UE validées par avance.

EXIGENCES DU PROGRAMME

UE obligatoires (120 crédits)

Advanced Topics in Marketing (4 Cr.). Analyses et traitement des données (4 Cr.). Bases pour la démarche qualité (2 Cr.). Biotechnology and medical devices industry (3 Cr.). Brand development and planning (3 Cr.). Business



development. channeling and structuring (2 Cr.). Chemical products and detergents (2 Cr.). Communication (4 Cr.). Corporate Management (4 Cr.). Corporate strategy (4 Cr.). Customer Relationship Management (2 Cr.). Dermo-cosmetics and hair care products (2 Cr.). Emballage et étiquetage (2 Cr.). Entrepreneurship (6 Cr.). Final year project (30 Cr.). Frangrance. flavors and cosmetics (2 Cr.). Fundamentals of digital marketing (2 Cr.). Introduction to economy (2 Cr.). Legislation and Regulation of Biological Products (2 Cr.). Marketing principles (4 Cr.). Market access (2 Cr.). Market analysis (2 Cr.). Mastering digital marketing (2 Cr.). Mastering the art of Salesmanship (3 Cr.). Media and public relations (2 Cr.). Pharmaceutical products (4 Cr.). Physiopathological Bases of Human Diseases (2 Cr.). Principles of Advertising and Design (3 Cr.). Préparation à la vie professionnelle (4 Cr.). Produits et additifs alimentaires (2 Cr.). Project Management (4 Cr.). Strategic Marketing (2 Cr.). القانون والتشريع (2 Cr.)

PLAN D'ÉTUDES PROPOSÉ

Semestre 1

| Code | Intitulé de l'UE | Crédits |
|-----------|--|-----------|
| 048FMCBM1 | Marketing principles | 4 |
| 048COMTM1 | Communication | 4 |
| 048FDMBM1 | Digital marketing | 3 |
| 048PCCBM1 | Chemical products and detergents | 2 |
| 048PRCBM1 | Frangrance, flavors and cosmetics | 2 |
| 048PTCBM1 | Dermo-cosmetics and hair care products | 2 |
| 048PACCM1 | Produits et additifs alimentaires | 2 |
| 048PPCBM1 | Pharmaceutical products | 3 |
| 048TAMTM1 | Analyses et traitement des données | 4 |
| 048BDQTM1 | Bases pour la démarche qualité | 2 |
| 048DRLTM1 | القانون والتشريع | 2 |
| | Total | 30 |

Semestre 2

| Code | Intitulé de l'UE | Crédits |
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| 048BHCBM2 | Biotechnology and medical devices industry | 3 |
| 048CRCBM2 | Customer Relationship Management | 2 |
| 048ETPTM2 | Entrepreneurship | 6 |
| 048STCBM2 | Strategic Marketing | 2 |
| 048EECCM2 | Emballage et étiquetage | 2 |
| 048PMCBM2 | Physiopathological Bases of Human Diseases | 2 |
| 048IECBM2 | Introduction to economy | 2 |
| 048PVPTM2 | Préparation à la vie professionnelle | 4 |
| 048PGCBM2 | Principles of Advertising and Design | 3 |
| 048PRMTM2 | Project Management | 4 |
| | Total | 30 |

Semestre 3

| Code | Intitulé de l'UE | Crédits |
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| 048AMKBM3 | Advanced Topics in Marketing: - Adaptation Marketing Strategy - Advanced Digital marketing - Marketing de luxe | 2 |
| 048CMGBM3 | Corporate Management: - Supply chain management - Management of innovation - Organizational management - Human resources | 3 |
| 048CSTBM3 | Corporate strategy: - Strategic planification - Corporate social responsibility | 4 |
| 048EMCBM3 | Market analysis | 2 |
| 048CBNBM3 | Consumer Behavior and Neuromarketing | 2 |
| 048MACBM3 | Market access | 2 |
| 048BDCBM3 | Business development, channeling and structuring | 2 |
| 048BPCBM3 | Brand development and planning | 3 |
| 048LRCBM3 | Legislation and Regulation of Biological Products | 2 |
| 048MRCBM3 | Media and public relations | 2 |
| 048TVCBM3 | Mastering the art of Salesmanship | 2 |
| 048SLMBM3 | Social Listening and Monitoring | 2 |
| 048OCDBM3 | Omnichannel Marketing and Digital Transformation | 2 |
| | Total | 30 |

Semestre 4

| Code | Intitulé de l'UE | Crédits |
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| 048PFETM4 | Final year project | 30 |
| | Total | 30 |

DESCRIPTIFS DES UE

048FMCBM1 Marketing principles 4 Cr.

The course "Marketing Principles" is a foundational marketing course that specifically focuses on key terms, frameworks, and approaches that constitute contemporary marketing theory, along with its practical applications in business environments. The goal of this course is to provide students with a thorough understanding of the marketing function in businesses and the implementation of effective marketing strategies.

048COMTM1 Communication 4 Cr.

Ce cours a pour objectif de développer chez les étudiants des compétences orales, écrites et de négociation.

Partie communication orale : de tous les modes d'échange interpersonnel, la communication ressort comme l'activité la plus fréquente. Elle constitue donc l'assise du bon fonctionnement en équipe, en groupe de travail ou au sein d'une entreprise. Savoir communiquer, c'est : a) Exprimer ses idées b) Écouter et poser des questions c) Maintenir l'échange relationnel d) Donner un feed-back.

Partie communication écrite : le premier objectif de cette partie est de comprendre l'importance de l'efficacité de la communication écrite pour la valorisation de l'image de l'organisation. D'où l'introduction à différentes situations de communication écrite dans l'organisation telle que les principaux messages de communication

interne (note, compte-rendu, rapport, lettre, etc.) Le second objectif de ce cours est de présenter aux élèves toutes les techniques à connaître afin de rédiger des documents utiles dans le monde actif. Du curriculum vitae en à la lettre de motivation, en passant par l'email de candidature et l'envoi d'une candidature spontanée, les élèves auront une idée claire du vocabulaire à employer selon la situation à laquelle ils font face.

La dernière partie de ce cours permet aux étudiants d'acquérir des compétences essentielles en négociation, en explorant les stratégies de communication efficace, de résolution de conflits et de conclusion d'accords dans divers contextes professionnels.

Les étudiants apprennent l'art et la science de la négociation, maîtrisant les techniques pour naviguer dans des situations complexes, établir des liens et atteindre des résultats mutuellement bénéfiques sur un marché mondial dynamique.

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| 048FDMBM1 | Digital marketing | 3 Cr. |
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The course "Fundamentals of Digital Marketing" provides an in-depth exploration of the essential principles needed to excel in the digital marketing world. Students will gain a thorough understanding of online marketing strategies, including social media management, SEO, and online advertising. The course will enable participants to develop practical skills to design and implement effective digital campaigns.

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| 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.

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| 048PRCBM1 | Fragrance, flavors and cosmetics | 2 Cr. |
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The interest in cosmetology, especially decorative cosmetics, continues to grow, especially in terms of its global, regional, and national commercial and industrial development. However, those interested in this field, especially those working on it, face various biological, chemical, industrial, commercial, and ethical challenges. Thus, this course explores the industrialization and science behind cosmetic products such as dyes, nail polishes, lipsticks, alongside cleaning products like soaps, milks, and shampoos. The course aims to help students understand the challenges of this industry and its science.

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| 048PTCBM1 | Dermo-cosmetics and hair care products | 2 Cr. |
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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.

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| 048PACCM1 | Produits et additifs alimentaires | 2 Cr. |
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La première partie de ce cours a pour objectif de définir une multitude de produits alimentaires qui se trouvent sur le marché et les traiter de différents côtés : ingrédients, fabrication, rôle, allégations, raisons d'émergence, effet sur la santé, valeur nutritionnelle, métabolisation, réglementation et législation. La deuxième partie présente les grands concepts visés par la formulation alimentaire et l'étude des principaux ingrédients et additifs alimentaires en relation avec leur rôle et leurs modes d'action lors de la préparation, de la transformation ou de l'entreposage des aliments. L'aspect réglementaire de l'utilisation des additifs, leurs métabolisations ainsi que leurs profils toxicologiques sont aussi présentés.

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| 048PPCBM1 | Pharmaceutical products | 3 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 pharmacoconomics. 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.

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| 048TAMTM1 | Analyses et traitement des données | 4 Cr. |
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Ce cours s'articule autour de deux parties principales.

- La première partie, « Statistique », consiste à sensibiliser les étudiants à l'importance de la statistique dans l'analyse des données, la planification des études, et la compréhension de la littérature scientifique.
- La deuxième partie, « Analyse multivariée », consiste à fournir aux étudiants les compétences nécessaires pour l'utilisation des outils statistiques afin d'extraire de l'information et de créer de nouvelles connaissances à partir de bases de données complexes obtenues par des méthodes analytiques ou par un autre moyen. Il s'agit d'analyser simultanément un ensemble de variables explicatives et de construire de modèles multivariés qui permettent de décrire, de comparer, de classer et de prédire les caractéristiques d'échantillons d'individus. L'analyse multivariée est largement utilisée dans tous les domaines de la science, de l'ingénierie, de la pharmacologie, de la médecine, de l'économie et de la sociologie.

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| 048BDQTM1 | Bases pour la démarche qualité | 2 Cr. |
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Le but primordial de ce cours est d'introduire les nouvelles exigences de la norme ISO 9001 :2015 - Système de Management de la Qualité (SMQ) et d'appliquer ces exigences au travers de l'approche processus et l'utilisation des outils de mesure de la performance et d'amélioration continue comme base pour une gestion efficace de l'entreprise

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| 048DRLTM1 | القانون والتشريع | رصيدان |
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يهدف الجزء الأول من هذا المقرر إلى تعريف الملكية الفكرية التي تشمل جميع الحقوق الحصرية الممنوحة للإبداعات الفكرية: الحق القانوني في فكرة أو اختراع أو إبداع في المجال الصناعي والعلمي والأدبي والفني. يتضمن ذلك عرض مصالح ومزايا هذا المفهوم قبل تقديم شروط تسجيل الاختراع أو المنتج.

يهدف الجزء الثاني من هذا المقرر إلى تزويد الطالب بجميع القواعد التي تحكم التعامل مع المواطنين؛ ويغطي قانون المستهلك وقانون الأعمال والقانون الاجتماعي وقانون العمل وقانون البيئة. وهذه القواعد مقننة، ويجب على الطالب أن يعرف كيفية التعرف على النصوص المتعلقة بكل مجال ليعرف كيفية التنقل فيها. وسوف تشمل:

- القانون البيئي الدولي وذلك في لبنان
- حق العمل
- قانون الضمان الاجتماعي
- القانون التجاري.

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| 048BHCBM2 | Biotechnology and medical devices industry | 3 Cr. |
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This course aims to compare various biotechnology and analytical chemistry equipment techniques, while defining current and future customer needs for analytical equipment. Participants will have the opportunity to understand gene therapy and its medical applications, as well as demonstrate the advantages of one technique over others, thereby differentiating their offering in the market. Additionally, the course will cover the description of biotechnological applications based on enzymatic techniques and provide an in-depth understanding of the internal workings of various analytical biotechnology techniques. Finally, participants will learn how to conduct effective meetings with clients, compellingly presenting equipment specifications in terms of practical utility to meet specific customer needs, and to judiciously select appropriate biotechnology equipment.

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| 048CRCBM2 | Customer Relationship Management | 2 Cr. |
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Customer Relationship Management (CRM), or "Customer Service," is an integrated process across multiple customer touchpoints (marketing, sales, after-sales, and technical support) using various communication channels via the internet, telephone, or in person. CRM is a process aimed at addressing all aspects of customer identification, building lifelong business relationships (with customers, suppliers, employees, and investors), developing customer relationships, and enhancing the company's image and the quality of products and services by understanding the importance of CRM in the ISO 9001 Quality Management System and monitoring and measuring customer satisfaction for continuous improvement of service levels. This program develops skills enabling our future managers and promoters to build lasting relationships with customers and colleagues and

ensure a comprehensive strategy for the company they work for to achieve the best results in terms of revenue and sales.

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| 048ETPTM2 | Entrepreneurship | 6 Cr. |
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This course introduces students to entrepreneurship and provides them with key tools necessary for any entrepreneur to succeed, including concepts in accounting and finance. The first part of the course describes the role of entrepreneurs, analyzes wealth and/or job creation through the establishment or acquisition of a business; explains the various forms of entrepreneurship; discusses the concepts of creativity, innovation, and market benefit, and advocates for the idea of taking risks for the entrepreneur.

The second part provides an overview of the conceptual and regulatory framework underlying financial accounting, as well as an understanding of the content and structure of financial statements in order to be able to read and understand what financial statements can and cannot reveal about a commercial or industrial institution. It also addresses the different types of financial accounting information encountered in managerial life, providing a basic guide to transitioning from accounting to covering all accounting concepts and important managerial reporting tools that support appropriate managerial decision-making.

The final part aims to familiarize students with finance concepts and explain the basic elements of financial markets. Examples will help apply in practice the theories discussed.

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| 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.

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| 048EECCM2 | Emballage et étiquetage | 2 Cr. |
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L'objectif de ce cours est de donner aux étudiants les bases de l'emballage alimentaire ainsi qu'une introduction aux emballages cosmétique, pharmaceutique et autres. Il s'agit de familiariser les étudiants avec les principes et techniques de l'emballage et leur donner les clés et outils leur permettant de réussir lorsqu'ils seront amenés à travailler dans ce domaine.

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| 048PMCBM2 | Physiopathological Bases of Human Diseases | 2 Cr. |
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The general objective of this course is 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.

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| 048IECBM2 | Introduction to economy | 2 Cr. |
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The objective 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.

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| 048PVPTM2 | Préparation à la vie professionnelle | 4 Cr. |
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This Master's level course 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.

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| 048PGCBM2 | Principles of Advertising and Design | 3 Cr. |
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This Master's level course 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.

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| 048PRMTM2 | Project Management | 4 Cr. |
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This course is designed to equip students with the skills and knowledge necessary to effectively plan, execute, and manage projects across various disciplines. Through a combination of theoretical concepts and practical applications, students will learn how to navigate the complexities of project management, from initiation to closure.

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| 048AMKBM3 | Advanced Topics in Marketing | 2 Cr. |
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The “Advanced Topics in Marketing” course aims to immerse students in specialized areas crucial for a deep understanding of contemporary marketing strategies. The components include “Adaptation Marketing”, which familiarizes students with flexible strategies needed to adapt to specific or dynamic and evolving markets. “Behavioral and Neuromarketing” explores the psychological and neuroscientific aspects of consumer behavior. The “Luxury Marketing” segment delves into the exclusive world of luxury brands, focusing on specific strategies and attributes defining this unique market segment. Lastly, “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.

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| 048CMGBM3 | Corporate Management | 3 Cr. |
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The “Corporate Management” course aims to train students in key aspects of modern corporate management. The first component, “Supply Chain Management,” will address effective strategies for optimizing the supply chain, ensuring smooth operations management. The second, “Management of Innovation,” will focus on processes and methodologies to encourage and implement innovation within the company. The “Organizational Management” component will analyze organizational structures and practices for maximum efficiency. Finally, human resource management will be explored in the dedicated component, providing essential skills for managing human capital.

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| 048CSTBM3 | Corporate strategy | 4 Cr. |
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This course will enable students to develop their skills in building a comprehensive diagnosis of the strategic environment and making informed and qualified decisions by proposing a simple, clear, and adapted strategy and detailing the operational and financial implications of this strategy. Case studies of corporate strategies will develop the ability to search for relevant information and use conceptual tools appropriately.

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| 048EMCBM3 | Market analysis | 2 Cr. |
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The “Market Analysis” course, offered to Master’s students in Biomarketing during semester 3, aims to provide students with a solid methodological foundation in market research. It aims to train research officers or professionals capable of engaging/negotiating with research officers. At the end of this course, the student will be able to understand the usefulness of a scientific approach applied to market research and will be able to lead the main stages of a study to address the marketing problems that companies face.

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| 048CBNBM3 | Consumer Behavior and Neuromarketing | 2 Cr. |
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This course explores the psychological, neurological, and emotional factors driving consumer decisions. This course delves into how consumers perceive, process, and respond to marketing stimuli, blending traditional theories of consumer behavior with cutting-edge insights from neuroscience. Students will learn how to apply neuromarketing techniques to analyze and influence consumer behavior, ultimately enhancing the effectiveness of marketing strategies. Through a combination of theoretical knowledge and practical examples, this course provides a comprehensive understanding of how to tap into the subconscious mind to drive consumer engagement and loyalty.

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| 048MACBM3 | Market access | 2 Cr. |
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Due to challenges related to market access, the focus of most pharmaceutical companies has shifted from sales and marketing to the relatively new discipline of strategic pricing and market access. Understanding the prevalent

and complex environment is essential for effective pharmaceutical product management. This course is designed to provide healthcare sector leaders with a practical introduction to the discipline of pricing and market access strategy.

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| 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.

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| 048BPCBM3 | Brand development and planning | 3 Cr. |
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This course aims to provide participants with a deep understanding of essential strategies for creating, developing, and managing impactful brands. Objectives include exploring theoretical foundations of branding, analyzing market trends, and creating a distinctive brand identity. Participants will learn to develop strategic brand development plans and practical brand management skills, enabling them to create consistent and memorable brand experiences for their target audience.

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| 048LRCBM3 | Legislation and Regulation of Biological Products | 2 Cr. |
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In this module, students will be sensitized to understanding the chapters of the law and ministerial decisions, as well as the roles of various actors and officials in the classification, registration, importation, and sale of pharmaceutical, cosmetic, dietary, dietary supplement, and medical device products. Similarly, the methods of studying the registration dossier and the specific pricing method for the mentioned products will also be detailed.

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| 048MRCBM3 | Media and Public Relations | 2 Cr. |
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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.

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| 048TVCBM3 | Mastering the Art of Salesmanship | 2 Cr. |
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A student's first contact with the professional world often occurs through a job related to sales. Thus, the objective of the course is to train students in the latest sales techniques and professionalism to make the mandatory transition through sales within the company an enjoyable experience.

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| 048SLMBM3 | Social Listening and Monitoring | 2 Cr. |
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This course equips students with the tools and strategies needed to effectively monitor and analyze online conversations about their brand, industry, and competitors. Through social listening, participants will learn to track mentions, hashtags, and sentiment across various social media platforms, gaining valuable insights into customer opinions, trends, and emerging issues. The course covers the use of advanced analytics tools, real-time data interpretation, and how to turn insights into actionable strategies for brand reputation management, customer engagement, and competitive advantage.


048OCDBM3**Omnichannel Marketing and Digital Transformation****2 Cr.**

This course provides a comprehensive exploration of omnichannel marketing strategies and the role of digital transformation in today's business landscape. It delves into the integration of various marketing channels—online and offline—to create a seamless customer experience. Participants will learn how to leverage data, technology, and innovative approaches to align marketing efforts across multiple platforms, enhancing customer engagement and driving business growth. The course also covers the challenges and opportunities that come with digital transformation, equipping professionals with the skills needed to lead and implement successful strategies in a rapidly evolving digital environment.

048PFETM4**Final year project****30 Cr.**

This teaching unit involves a 4 to 7-month internship in industry or a research laboratory. At the end of this internship students prepare a comprehensive report detailing their work, and deliver an oral presentation to a panel of faculty researchers and representatives from the professional sectors, discussing their findings and future perspectives

