

MASTER IN BIOMARKETING

Main Language of Instruction:

French English Arabic

Campus Where The Program Is Offered: CST

OBJECTIVES

The Master in Biomarketing aims to train professionals and build an executive profile for students in the fields of science and marketing. Scientific students will become strategic decision-makers capable of analyzing market dynamics, mastering business intelligence and development, and developing marketing, communication, and media plans. The program's objectives can be summarized as follows:

- Educating marketing and sales professionals with scientific and techno-commercial skills.
- Providing an excellent scientific education ranging from the design of strategic plans to the assessment of the commercial impact of the biochemical industry, especially in the pharmaceutical, food, cosmetic, paramedical, and biotechnological sectors.
- Developing the skills necessary for managing the dynamics of biochemical markets by analyzing financial and economic challenges and implementing marketing and communication strategies.

PROGRAM LEARNING OUTCOMES (COMPETENCIES)

- Design and implement a marketing strategy for pharmaceutical, cosmetic, food, medical, chemical, and biotechnological products.
- Design and implement a digital marketing strategy to optimize online presence and engagement for pharmaceutical, cosmetic, food, medical, chemical, and biotechnological products.
- Develop and implement a sales strategy for pharmaceutical, cosmetic, food, medical, chemical, and biotechnological products.
- Manage communication with various stakeholders (customers, distributors, suppliers, employees, public sector, civil society, etc.) in the biological and chemical sector.
- Manage a business in the biological and chemical industries innovatively while adhering to quality standards and corporate social responsibility guidelines.

ADMISSION REQUIREMENTS

Bachelor's or Master's degree in fundamental or applied sciences in biology, chemistry, or biochemistry. Degrees in medical, pharmaceutical, or paramedical sciences, including nutrition and medical laboratory analysis, are also accepted. Any other Bachelor's degree must be reviewed and approved by the USJ Equivalence Commission.

Proficiency in English.

Admission to the Master in Biomarketing is subject to the evaluation of a candidate's application followed by an interview with a selection committee.

COURSES/CREDITS GRANTED BY EQUIVALENCE

Equivalences are determined based on the study of academic records and in correlation with the descriptions of pre-approved courses.

PROGRAM REQUIREMENTS

Required Courses (120 credits)

Advanced Topics in Marketing: Adaptation, Social Listening and AI (2 Cr.), Basics for Quality Approach (2 Cr.), Biotechnology and Medical Devices Industry (4 Cr.), Brand Development and Planning (3 Cr.), Business Development, Channeling and Structuring (2 Cr.), Chemical Products and Detergents (2 Cr.), Communication (4 Cr.), Consumer Behavior and Neuromarketing (2 Cr.), Corporate Management (3 Cr.), Corporate Strategy (4 Cr.), Customer Relationship Management (2 Cr.), Data Analysis and Processing (4 Cr.), Dermo-cosmetics and Haircare Products (2 Cr.), Digital Marketing (3 Cr.), Entrepreneurship (4 Cr.), End-of-Study Project (30 Cr.), Food Products and Additives (2 Cr.), Frangrance, Flavors and Cosmetics (2 Cr.), Introduction to Economics (2 Cr.), Law and Legislation (2 Cr.), Legislation and Regulation of Biological Products (2 Cr.), Marketing Principles (2 Cr.), Market Access (2 Cr.), Market Analysis (2 Cr.), Marketing of Luxurious Products (2 Cr.), Mastering the Art of Salesmanship (2 Cr.), Media and Public Relations (2 Cr.), Omnichannel Marketing and Digital Transformation (2 Cr.), Packaging and Labeling (2 Cr.), Pharmaceutical Products (3 Cr.), Physiopathological Bases of Human Diseases (2 Cr.), Principles of Advertising and Design (4 Cr.), Preparation for Professional Life (4 Cr.), Project Management (4 Cr.), Strategic Marketing (2 Cr.), Strategic Sales & Key Account Management (2 Cr.).

SUGGESTED STUDY PLAN

Semester 1

Code	Course Name	Credits
048FMCBM1	Marketing Principles	2
048COMTM1	Communication	4
048FDMBM1	Digital Marketing	3
048PCCBM1	Chemical Products and Detergents	2
048PRCBM1	Frangrance, Flavors and Cosmetics	2
048PTCBM1	Dermo-cosmetics and Haircare Products	2
048PACCM1	Food Products and Additives	2
048PPCBM1	Pharmaceutical Products	3
048TAMTM1	Data Analysis and Processing	4
048BDQTM1	Basics for Quality Approach	2
048DRLTM1	Law and Legislation	2
048SSKBM1	Strategic Sales & Key Account Management	2
Total		30

Semester 2

Code	Course Name	Credits
048BHCBM2	Biotechnology and Medical Devices Industry	4
048CRCBM2	Customer Relationship Management	2
048ETPTM2	Entrepreneurship	4
048STCBM2	Strategic Marketing	2
048EECCM2	Packaging and Labeling	2
048PMCBM2	Physiopathological Bases of Human Diseases	2
048IECBM2	Introduction to Economics	2
048PVPTM2	Preparation for Professional Life	4
048PGCBM2	Principles of Advertising and Design	4
048PRMTM2	Project Management	4
Total		30

Semester 3

Code	Course Name	Credits
048AMKBM3	Advanced Topics in Marketing: Adaptation, Social Listening and AI	2
048CMGBM3	Corporate Management	3
048CSTBM3	Corporate Strategy	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
048MDLBM3	Marketing of Luxurious Products	2
048OCDBM3	Omnichannel Marketing and Digital Transformation	2
Total		30

Semester 4

Code	Course Name	Credits
048PFETM4	End-of-Study Project	30
Total		30

COURSE DESCRIPTION

048FMCBM1	Marketing Principles	2 Cr.
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This foundational marketing course specifically focuses on key terms, frameworks, and approaches that constitute contemporary marketing theory, along with its practical applications in business environments. It aims to provide students with a thorough understanding of the marketing function in businesses and the implementation of effective marketing strategies.

048COMTM1 Communication 4 Cr.

This course aims to develop oral, written, and negotiation skills in students.

Oral communication: Communication is the most frequent interpersonal exchange. It forms the basis for effective teamwork, group work, or within a company. Knowing how to communicate involves expressing ideas, listening and asking questions, maintaining relational exchange, negotiating, resolving conflicts, and providing feedback.

Written communication: This part focuses on understanding the importance of effective written communication for the organization's image. It introduces various situations of written communication in the organization, such as key internal communication messages (notes, reports, letters, etc.). The course's second objective is to present students with all the techniques to write useful documents in the active world, from CVs to cover letters, job application emails, and spontaneous applications.

Negotiation: The last part of this course equips students with essential negotiation skills, exploring strategies for effective communication, conflict resolution, and deal-making in diverse professional contexts. Students will learn the art and science of negotiation, mastering techniques to navigate complex situations, build rapport, and achieve mutually beneficial outcomes in a dynamic global marketplace.

048FDMBM1 Digital Marketing 3 Cr.

This course 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 enables students to develop practical skills to design and implement effective digital campaigns.

048PCCBM1 Chemical Products and Detergents 2 Cr.

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.

048PRCBM1 Fragrance, Flavors, and Cosmetics 2 Cr.

This course on Cosmetology examines the industrialization and science behind cosmetic products, including dyes, nail polishes, lipsticks, and cleaning products such as soaps, milks, and shampoos. This course addresses the biological, chemical, industrial, commercial, and ethical challenges faced in the field. This course aims to help students understand the science of cosmetics and the challenges of the industry at global, regional, and national levels.

048PTCBM1 Dermo-cosmetics and Haircare Products 2 Cr.

This course provides theoretical and scientific knowledge of cosmetic and haircare products. It also introduces promotional concepts, encouraging students to identify, summarize, and understand cosmetic and haircare 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.

048PACCM1 Food Products and Additives 2 Cr.

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.

048PPCBM1 Pharmaceutical Products**3 Cr.**

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 are 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.

048TAMTM1 Data Analysis and Processing**4 Cr.**

This course revolves around two main axes: The first axis, “Statistics,” aims to raise students’ awareness of the importance of statistics in data analysis, study planning, and understanding scientific literature. The second axis, “Multivariate Analysis,” aims to provide students with the necessary skills to use statistical tools to extract information and create new knowledge from complex databases obtained through analytical methods or other means. Multivariate Analysis is widely used in various fields, including science, engineering, pharmacology, medicine, economics, and sociology.

048BDQTM1 Basics for Quality Approach**2 Cr.**

The primary objective of this course is 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.

048DRLTM1 Law and Legislation**2 Cr.**

The first part of this course aims to define intellectual property, which encompasses all exclusive rights granted for intellectual creations: legal rights to an idea, invention, or creation in industrial, scientific, literary, and artistic domains. The objective is to present the interests and advantages of such a concept before detailing the procedures for registering inventions or products.

The second part of this course aims to provide students with the set of rules governing interactions with citizens. It covers consumer law, business law, social law, labor law, as well as environmental law. These rules are codified, and students must be able to identify texts related to each domain to navigate them. It includes:

1. International environmental law and its application in Lebanon
2. Labor law
3. Social security law
4. Commercial law
5. Company law and industrial law.

048SSKBM1 Strategic Sales and Key Account Management**2 Cr.**

This course develops the strategic and interpersonal skills required to manage complex B2B sales processes and high-value client relationships. Students will learn how to identify and prioritize key accounts, build long-term partnerships, and navigate institutional negotiations. Emphasis is placed on consultative selling, stakeholder management, and data-driven sales planning. Through real-world case studies, particularly from the biotech and pharmaceutical sectors, students will gain practical tools to design and implement effective key account strategies that drive sustainable business growth.

048BHCBM2 Biotechnology and Medical Devices Industry**4 Cr.**

This course aims to compare various biotechnology and analytical chemistry equipment techniques, while defining current and future customer needs for analytical equipment. Students 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 on the market. Additionally, the course covers the description of biotechnological applications based on enzymatic techniques and provides an in-depth understanding of the internal workings of various analytical biotechnology techniques. Finally, students 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.

048CRCBM2 Customer Relationship Management 2 Cr.

This course on Customer Relationship Management (CRM) examines CRM as an integrated process across marketing, sales, after-sales, and technical support, using multiple communication channels such as the internet, telephone, and in-person interactions. This course addresses customer identification, the development of lifelong business relationships with customers, suppliers, employees, and investors, and the enhancement of company image and product and service quality. This course highlights the role of CRM within ISO 9001 Quality Management System, including monitoring and measuring customer satisfaction for continuous service improvement. This course develops students' skills to build lasting relationships with customers and colleagues and to implement comprehensive strategies that optimize company revenue and sales.

048ETPTM2 Entrepreneurship 4 Cr.

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 applying 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.

048STCBM2 Strategic Marketing 2 Cr.

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.

048EECCM2 Packaging and Labeling 2 Cr.

The objective of this course is 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.

048PMCBM2 Physiopathological Bases of Human Diseases 2 Cr.

This course describes and analyzes, 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.

048IECBM2 Introduction to Economics 2 Cr.

This course provides students with basic microeconomic analysis and allows them 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.

048PVPTM2 Preparation for Professional Life 4 Cr.

This course prepares 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 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. Speakers share their practical experiences and perspectives on the professional world, providing students with a concrete view of opportunities and challenges in these specific fields.

048PGCBM2 Principles of Advertising and Design**4 Cr.**

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 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.**

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 start to finish.

048AMKBM3 Advanced Topics in Marketing: Adaptation, Social Listening and AI**2 Cr.**

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. The Social Listening part introduces students to the tools and analytical methods used to monitor online conversations, identify trends, and transform consumer insights into actionable marketing strategies. The Artificial Intelligence (AI) component focuses on the transformative role of AI in marketing, from predictive analytics and personalization to content creation and automated decision-making. Through applied case studies, data-driven exercises, and strategic analysis, students will gain practical experience in using adaptive, listening, and AI-based approaches to create responsive and intelligent marketing strategies.

048CMGBM3 Corporate Management**3 Cr.**

This course aims to train students in key aspects of modern corporate management. The first component, "Supply Chain Management," addresses effective strategies for optimizing the supply chain, ensuring smooth operations management. The second, "Management of Innovation," focuses on processes and methodologies to encourage and implement innovation within the company. The "Organizational Management" component analyzes organizational structures and practices for maximum efficiency. Finally, human resource management is explored in the dedicated component, providing essential skills for managing human capital.

048CSTBM3 Corporate Strategy**4 Cr.**

This course enables 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 enable students to search for relevant information and use conceptual tools appropriately.

048EMCBM3 Market Analysis**2 Cr.**

The Market Analysis course, offered to Master in Biomarketing students 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 or negotiating with research officers. By the end of this course, students will be able to understand the usefulness of a scientific approach applied to market research and lead the main stages of a study to address the marketing problems that companies face.

048CBNBM3	Consumer Behavior and Neuromarketing	2 Cr.
This course explores the psychological, neurological, and emotional factors driving consumer decisions. It 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.		
048MACBM3	Market Access	2 Cr.
This course addresses the growing shift in pharmaceutical companies from traditional sales and marketing to strategic pricing and market access, driven by challenges related to market access. This course emphasizes the need to understand the complex and evolving environment that shapes effective pharmaceutical product management. This course provides healthcare sector leaders with a practical introduction to pricing and market access strategy.		
048BDCBM3	Business Development, Channeling, and Structuring	2 Cr.
This course provides students with a comprehensive set of skills to effectively navigate 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. Students will learn to evaluate and select optimal distributors based on various criteria. Additionally, they 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 the adaptation of 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 students to skillfully manage complex dynamics in the supply chain and address the varied challenges of the market.		
048BPCBM3	Brand Development and Planning	3 Cr.
This course aims to provide students 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. Students 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.		
048LRCBM3	Legislation and Regulation of Biological Products	2 Cr.
This course explains 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 are also detailed.		
048MRCBM3	Media and Public Relations	2 Cr.
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. Students will gain essential practical skills to successfully navigate the complex landscape of media and public relations.		
048TVCBM3	Mastering the Art of Salesmanship	2 Cr.
This course introduces students to the professional world through sales, often their first point of contact with a company. This course trains students in modern sales techniques and professional conduct to ensure a successful and rewarding transition into sales within an organization.		

048MDLBM3 Marketing of Luxurious Products 2 Cr.

This course explores the unique principles and strategies behind luxury brand management. Students will learn how to create, position, and sustain desirability and exclusivity in the luxury market. Through case studies of iconic brands, the course examines consumer psychology, storytelling, and experiential marketing in the high-end sector. Emphasis is placed on understanding the balance between heritage and innovation in building long-term brand equity.

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. Students 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 End-of-Study Project 30 Cr.

This course involves a 4 to 7-month internship in the marketing department of an industry. At the end of this internship, students will 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.