

■ Student testimony



Jana Zogheib,
EpicX content Champion & International congresses coordinator – Levant at Roche

‘The diversified curriculum that we get during our Biomarketing Master’s degree preparation combined with our scientific background enable us to create a profile most companies search for when looking for candidates. The program gave me the opportunity to get exposed and hired by one of the best multinational pharma companies in Lebanon’.

Professors testimonials



Maya Zeenny,
Regional medical & marketing manager – L’Oréal Middle East

‘The Biomarketing Master’s program is designed to thoroughly educate and train students by focusing on their marketing and scientific knowledge to shape them become tomorrow’s leaders in their field. As a lecturer from the professional field I can guarantee that Biomarketing graduates have all the required skills to be hired by the best national and international companies.



Dr. Cynthia El-Hajal,
Pharm.D - Market Access Manager – KFF Healthcare

‘It is a great privilege and pleasure for me to be part of the USJ faculty. The unique format and interactive aspect of the BioMarketing Masters Modules provide an excellent educational initiative that I highly recommend. The efficient organization, and the well-scheduled sessions help the students to get an overall view of the subject with a deep dive into Value Access & Health-Economics. It is an immensely satisfying experience for me since I was able to share opinion and knowledge with enthusiastic and ambitious students’.



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■ Master’s Description

The Biomarketing Master Program aims to train professionals and build an executive profile for students-candidates in the fields of Natural Sciences and Marketing. Students-scientists will become strategic decision makers able to analyze markets dynamics, to master business intelligence and business development and to elaborate marketing, communication and media plans.

■ Highlights of the program

- Local and international key speakers, both academic and professional, facilitates the integration of graduate students into the business market.
- The collaborative partnership and network the master has with a large number of companies, from different sectors in Lebanon and abroad, offer to the students the best opportunities and high-ended job offers.
- The Master program offers a crosscutting and integrated approach through the two years to focusing on results and improving excellence performance.



■ Program Objectives

- Training professionals in marketing and sales with double scientific and technico-commercial skills
- Providing excellent scientific education ranging from designing strategic plans to assessing the business impact of the biochemical industry in particular the pharmaceutical, food, cosmetics, paramedical as well as the biotechnology industries.
- Developing the necessary skills for the management of biochemical markets’ dynamics by analyzing the financial and economic challenges and setting up the marketing and communication strategies.

■ Admissions

- Bachelor or Master's degree in fundamental or applied sciences. Diploma in medical, pharmaceutical or paramedical sciences. Any other Bachelor should be examined and approved by the USJ Equivalence Committee.
- Fluency in English and French
- Admission to the Master’s in Biomarketing is subject to a candidate file review followed by a selection board interview.
- For required documents contact: fs@usj.edu.lb

■ Program organization

- 1 The program spans over four semesters covering 120 credits of core requirements. The program is mostly delivered in English with few courses in French.
- 2 The fourth semester consists of a mandatory professional internship in a local or international biochemical / biotechnological company. The student is asked to prepare a memoire regarding his internship project and deliver a thesis defense in order to earn his Master’s in Biomarketing.

The detailed organization of the program is available at the following website:
<https://www.usj.edu.lb/fs/diplome.php?diplome=972#>



■ Potential Openings

- Marketing Coordinator/Manager
- Market Analysis Researcher/Market Analyst
- Medical Representative
- Sales Supervisor/Manager
- Product/Brand Specialist
- Communication Manager
- Technico-commercial Trainer/Negotiator
- Entrepreneur

■ Program

SEMESTER 1	
SUBJECTS	ECTS
Marketing principles	4
Communication	4
Chemical products and detergents	2
Parfum, arômes et cosmétiques	2
Produits dermo-cosmétiques et capillaires	2
Produits et additifs alimentaires	2
Pharmaceutical products	4
Analyses et traitement des données	6
Bases pour la démarche qualité	2
Droit et législation	2
Total	30

SEMESTER 3	
SUBJECTS	ECTS
Advanced Topics in Marketing: <ul style="list-style-type: none">• Adaptation Marketing• Behavioral Marketing• Digital Marketing• Marketing du luxe	6
Corporate Management: <ul style="list-style-type: none">• Supply chain management• Management of innovation• Organizational management• Human resources	4
Corporate strategy: <ul style="list-style-type: none">• Strategic planification• Corporate social responsibility• Disruptive innovation	5
Market analysis	2
Market access	2
Business development, channeling and structuring	2
Brand development and planning	3
Législation et réglementation des produits biologiques	2
Media and public relations	2
Mastering the art of Salesmanship	2
Total	30

SEMESTER 2	
SUBJECTS	ECTS
Biotechnology and medical devices industry	3
Customer Relationship Management	2
Entrepreneurship	6
Strategic Marketing	2
Emballage et étiquetage	2
Bases physiopathologiques des maladies humaines	2
Introduction à l'économie	2
Préparation à la vie professionnelle	4
Principles of Advertising and Design	3
Project Management	4
Total	30

SEMESTER 4	
SUBJECTS	ECTS
Internship	30



■ Partnerships

Students who have completed the first year of their Master’s in BioMarketing may apply for the second year of the Advanced Master in ‘Biotechnological and Pharmaceutical Management’ in the framework of a **double degree** convention agreement with “Grenoble Ecole de Management” – Paris, France.

