

USC SCHOOL	School of Pharmacy
ACADEMIC DEPARTMENT	Pharmaceutical & Health Economics
GRADUATE PROGRAM	M.S. Biopharmaceutical Marketing
POST CODE	1708
TERM EFFECTIVE DATE	Spring 2021

PROGRAM DESCRIPTION

A brief description of the graduate program.

The Master of Science in Biopharmaceutical Marketing is a specialized graduate program in precision marketing aimed at careers in the biopharmaceuticals, consulting, and medical technology industries. Graduates will learn and use the practical tools, skills and methods to embrace the next wave of healthcare innovation to drive markets while improving health outcomes and product value. Open to all majors.

COMMON BACHELOR DEGREE PROGRAM PATHWAYS

A list of common bachelor's degrees that undergraduate students pursue in advance of pursuing a progressive degree option with this graduate program. Some programs are restricted to certain majors while others are open to all students.

N/A

PREPARATORY UNDERGRADUATE COURSES

A list of courses at the undergraduate level that prepare students for the graduate program. Required coursework is listed first, followed by recommended courses. If not applicable, this section will be blank.

Dept. Prefix - Course #	Course Title	Required or Recommended	Units
	NONE		

UNDERGRADUATE COURSES USED TO REDUCE GRADUATE LEVEL UNITS

A list of undergraduate level courses that may be used to reduce the number of graduate level units required for the graduate program. If there are none, that is specified instead.

Dept. Prefix - Course #	Course Title	Units
	NONE	

CORE GRADUATE PROGRAM REQUIREMENTS (# units required)

A list of all required graduate courses for the graduate program. None of these courses may be used toward satisfying undergraduate degree requirements.

If special exceptions for any of these courses are made by the academic department, the course # is marked with an asterisk () and the exception is explained in the "Department Notes" section at the end of this course plan template.*

Dept. Prefix - Course #	Course Title	Units
BPMK 500	Biopharmaceutical Marketing Management	3
BPMK 501	Healthcare Payers, Insurance & Coverage Policy	3
BPMK 502	Biopharmaceutical Product Development & Marketing	3
BPMK 503	Biopharmaceutical Advertising and Communication	3
BPMK 504	Biopharmaceutical Market Access & Reimbursement	3
BPMK 508	Biopharmaceutical Marketing Research & Analytics	3

PRE-APPROVED ELECTIVE COURSEWORK

Elective coursework is approved at the discretion of the academic department. Note the following details about the total number and units required of elective coursework.

TOTAL ELECTIVE COURSES REQUIRED FOR THE TRADITIONAL GRADUATE DEGREE

TOTAL ELECTIVE UNITS REQUIRED FOR THE TRADITIONAL GRADUATE DEGREE

TOTAL UNIT COUNTS AND REQUIRED GRADUATE UNITS

TOTAL UNITS REQUIRED FOR THE TRADITIONAL GRADUATE DEGREE

TOTAL GRADUATE UNITS THAT MAY BE WAIVED (IF ANY)

MINIMUM NUMBER OF GRADUATE UNITS THAT MUST BE AT THE 500 LEVEL OR ABOVE

NOTES FROM THE DEPARTMENT

This section highlights any unique considerations, exceptions, or requirements for the graduate program. If a program has specific restrictions (courses, majors, etc.), they are detailed below.

24 units is required for the Progressive MS in BPMK.

Required Courses (18 units):

BPMK 500, BPMK 501, BPMK 502, BPMK 503, BPMK 504 and BPMK 508

Recommended Courses (6 units):

BPMK 506, BPMK 509, BPMK 510, HCDA 502, HCDA 503, HCDA 510, HCDA 520, HCDA 525, HCDA 540, HCDA 550, HCDA 553, HCDA 560, HCDA 570, HCDA 589

Vassilios Papadopoulos

3/29/21

Name of Authorizing Master's Program Dean

Date Approved

Dean – School of Pharmacy

Authorizing Dean's Title