

USC SCHOOL	Mann School of Pharmacy and Pharmaceutical Sciences
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 most 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 there are none, that is specified instead.

Dept. Prefix - Course #	Course Title	Required or Recommended	Units
	N/A		

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.

0	TOTAL ELECTIVE COURSES REQUIRED FOR THE TRADITIONAL GRADUATE DEGREE
0	TOTAL ELECTIVE UNITS REQUIRED FOR THE TRADITIONAL GRADUATE DEGREE

TOTAL UNIT COUNTS AND REQUIRED GRADUATE UNITS

21	TOTAL UNITS REQUIRED FOR THE TRADITIONAL GRADUATE DEGREE
0	TOTAL GRADUATE UNITS THAT MAY BE WAIVED (IF ANY)
21	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.

21 units (7 courses) of approved coursework selected in consultation with the graduate academic advisor for the Progressive MS in BPMK.

Vassilios Papadopoulos

Name of Authorizing Master's Program Dean

August 29, 2024

Date Approved

Dean, USC Alfred E. Mann School of Pharmacy and Pharmaceutical Sciences

Authorizing Dean's Title