



**Karolinska
Institutet**

Course syllabus for

Market analysis, 6 credits

Marknadsanalys, 6 hp

This course has been cancelled, for further information see Transitional provisions in the last version of the syllabus.

Please note that the course syllabus is available in the following versions:

Spring2010 , Spring2011

Course code	4BP018
Course name	Market analysis
Credits	6 credits
Form of Education	Higher Education, study regulation 2007
Main field of study	Bioentrepreneurship
Level	AV - Second cycle
Grading scale	Pass with distinction, Pass, Fail
Department	Department of Learning, Informatics, Management and Ethics
Decided by	Programnämnd 7
Decision date	2010-10-26
Course syllabus valid from	Spring 2010

Specific entry requirements

Bachelor's degree or vocational degree worth at least 180 ECTS credits in biomedicine, biotechnology, cellular and molecular biology, medicine or equivalent. English language skills equivalent to English B at Swedish upper secondary school.

Objectives

LEARNING OBJECTIVES After the course, the students will be able to: - Understand the overarching frameworks of market research and analysis, and learn how to apply these frameworks to typical problems facing firms in the biomedical industry. - Use key concepts in marketing, particularly as they apply to biomedical companies. - Use market information to better understand customers and the competitors. - Have a deep understanding of market research - Use market analysis as a tool for firm strategy and market positioning - Understand the organization of health care systems and its impact on the strategies of biomedical companies - Use professional skills teamwork, project management, and communication skills in writing and orally.

Content

1. Introduction Understanding of the markets in the biomedical sector Concepts in market analysis

Concepts and strategy in marketing 2. Market analysis and market strategy in the biomedical industry
 Tools and methods in market analysis - Market size (present and future) - Market growth rate - Market profitability - Industry cost structure - Distribution channels - Market trends - Key success factors
 Analysis and forecasting of future technologies and markets Health care reimbursement systems
 Research and Development and market analysis influence on firm strategy Pricing strategies Company positioning 3. Marketing and sales in the health care sector Marketing methods and techniques
 Developing the marketing mix - target market segmentation and selection, market adoption and product positioning Marketing communication PR specialist and mass media and other routes

Teaching methods

The course consists of lectures, seminars and group as well as individual tasks and case studies

Examination

The examination is based on a final written exam and assignments. Assignments are graded Pass/Fail and the final exam is graded Fail/Pass/Pass with distinction. There are two assignments which each weigh 20% and the final exam weighs 60%. In order to be graded on the whole course the student has to pass on elements. The examination is based on a written exam and submitted assignments. Attendance at seminars and presentations is mandatory. The course director assesses if and, in that case, how absence can be compensated. Before the student has participated in all compulsory parts or compensated absence in accordance with the course director's instructions, the student's results for respective part will not be registered in LADOK. Limited number of examinations or practical training sessions Students who have not passed the regular examination are entitled to participate in five more examinations. If the student is not approved after four examinations, he/she is recommended to retake the course at the next regular course date, and may, after that, participate in two more examinations. If the student has failed six examinations/tests, no additional examination or new admission is provided. The number of times that the student has participated in one and the same examination is regarded as an examination session. Submission of a blank examination is regarded as an examination. An examination for which the student registered but not participated in, will not be counted as an examination.

Transitional provisions

After each course there will be at least 6 opportunities to sit the examination within a two-years period.

Other directives

The course language is English.

Literature and other teaching aids

Simon, Françoise; Kotler, Philip

Building global biobrand : taking biotechnology to market

New York ;a London : Free Press, cop. 2003 - 336 s.

ISBN:0-7432-2244-X LIBRIS-ID:9003581

[Library search](#)

Kim, W. Chan; Mauborgne, Renée

Blue ocean strategy : how to create uncontested market space and make the competition irrelevant

Boston, Mass. : Harvard Business School Press, cop. 2005 - 238 s.

ISBN:1-59139-619-0 (inb.) LIBRIS-ID:9627193

[Library search](#)

Porter, Michael E.

Redefining health care : creating value-based competition on results

Teisberg, Elizabeth Olmsted

Boston : Harvard Business School Press, cop. 2006 - xvii, 506 s.

ISBN:1-59139-778-2 (inb.) LIBRIS-ID:10328206

URL: <http://www.loc.gov/catdir/toc/ecip0515/2005018631.html>

[Library search](#)

Principles of marketing

Kotler, Philip

5. European ed. : Harlow : Financial Times Prentice Hall, c2008 - xxxv, 1020 s.

ISBN:978-0-273-71156-8 (pbk.) LIBRIS-ID:10870040

[Library search](#)