



**Karolinska
Institutet**

Course syllabus for

Market Analysis, 7.5 credits

Marknadsanalys, 7.5 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:

Spring2014 , [Spring2015](#) , [Spring2016](#) , [Spring2017](#) , [Spring2018](#) , [Spring2019](#)

Course code	4BP029
Course name	Market Analysis
Credits	7.5 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	Programme Committee 7
Decision date	2013-11-20
Course syllabus valid from	Spring 2014

Specific entry requirements

A Bachelor's degree or a professional degree equivalent to a Swedish Bachelor's degree of at least 180 credits in health care, biomedicine, biology, cellular and molecular biology, pharmaceuticals, chemistry, medicine or biotechnology. English language skills equivalent to English B at Swedish upper secondary school.

Objectives

The aim of the course is that the students should understand market analysis and marketing and be able to apply this on the specific conditions that prevail within life the science industry.

Upon completion of the course, the student should be able to:

- account for central principles within market analysis and marketing,
- apply the most important concepts within market analysis and marketing on life the science industry.

Content

The course deals with market analysis and marketing. The students will work on a case and write a marketing plan. Focus for the marketing plan is to analyse the specific market and plan for an introduction of a product.

Teaching methods

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

Examination

The examination consists of a group assignment and an individual written report. Both will be assessed Fail/Pass/Pass with distinction.

The grade for the whole course will be a combination of both grades.

In order to pass the course as a whole, the students must at least get the grade pass on all examinations.

Compulsory participation

Participation in seminars and presentations are compulsory. The course director decides if and in that case how absence may be compensated. Before the student has participated in compulsory parts, or compensated absence in accordance with the course director 's instructions the student's results on 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 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 occasion there will be at least six occasions for the examination within a two-year period from the end of the course.

Other directives

The course language is English.

A course evaluation will be conducted according to guidelines decided by the Board of Higher Education.

Oral evaluation in the form of course council meetings will be carried out during the course.

Literature and other teaching aids

Mandatory literature

The course leader will provide mandatory literature in the form of scientific articles, industry reports, case studies as well as a case compendia on pharmaceutical market analysis and marketing.

Wood, Marian Burk

Essential guide to marketing planning Marian Burk Wood's essential guide to marketing planning

3rd edition. : - xxiii, 299 pages

ISBN:9780273773634 (pbk.) LIBRIS-ID:14832622

[Library search](#)

Recommended literature

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

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