



**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
Revised by	Programme Committee 7
Last revision	2016-10-17
Course syllabus valid from	Spring 2017

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 the life science industry.

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

- describe central principles and methods in market analysis,
- describe central principles and methods in marketing,
- perform a market analysis for a life science product,
- design a marketing plan for a life science product

- analyse and compare the major global life science markets against one another.

Content

The course deals with market analysis and marketing within the life science field. Key concepts and themes for the course include:

- Market assessment – market size and growth, stakeholder analysis, customer needs
- Primary and secondary market research data and interview methodology
- Market segmentation, targeting and positioning
- Marketing planning – market goals and strategy
- Sales strategies – distribution channels, reimbursement systems
- Brand strategy
- Health economics
- Ethics in marketing

Teaching methods

The course is given at the master's level, where the students are assumed to be familiar with the most common study methods in higher education. The fundamental pedagogical view is based on entrepreneurial learning and requires an active student participation. Teaching will be in the form of lectures, seminars, work shops, case studies, a team project and an individual assignment. Guest lecturers from industry will provide their views of market analysis and marketing.

Examination

The examination consists of:

- A written report from and an oral presentation of a team project (Fail/Pass)
- A written report from an individually assignment (Fail/Pass/Pass with distinction)
- A written exam (Fail/Pass/Pass with distinction)

In order to pass the course as a whole, the students must at least get the grade pass on all examinations. To get the grade "Pass with distinction" on the entire course, you need to get the grade "Pass" on the team project report and presentation and the grade "Pass with distinction" on the individual assignment report and the written exam.

Compulsory participation

Participation in seminars, work shops and presentations is 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

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.

Participation in an examination is defined as an occasion on which a student attends an examination, even if the student submits a blank examination paper. If a student has registered to sit an examination, but does not attend the examination, this is not defined as participation in the 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 and case studies.

Yock, Paul G.

Biodesign : the process of innovating medical technologies

Second edition : Cambridge : Cambridge University Press, 2015. - xiii, 839 p.

ISBN:9781107087354 (hardback) LIBRIS-ID:18269103

[Library search](#)

Recommended literature

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](#)

Kotler, Philip

Principles of Marketing : global edition

16. ed. : Essex : Pearson, 2015 - 731 s.

ISBN:9781292092485 LIBRIS-ID:17756985

[Library search](#)