



**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	Education committee LIME
Last revision	2017-10-25
Course syllabus valid from	Spring 2018

## **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 research ,
- describe central principles and methods in marketing,
- analyse the market 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

Key concepts and themes for the course include:

Customer needs

Analyzing microenvironment and macroenvironment

Market information including the marketing research process, and primary and secondary research data

Segmentation, targeting and positioning

Branding strategy

Marketing strategy and marketing planning

Pricing and Marketing channels

The marketing communication mix

Digital marketing

Health economics

Social responsibility and Ethics in life science market

The global life science marketplace

## 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 and case studies. Students will work on a team assignment and an individual assignment. Guest lecturers from industry will provide their views of marketing management.

## Examination

The examination consists of:

- A written report from a team assignment (Fail/Pass)
- An oral presentation of a team assignment (Fail/Pass)
- A written report from an individual 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, the student must also 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.

*Kotler, Philip*

**Principles of Marketing : global edition**

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

ISBN:9781292092485 LIBRIS-ID:17756985

[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](#)