



**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](#)

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| 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 | Programnämnd 7 |
| Decision date | 2013-11-20 |
| Revised by | Education committee LIME |
| Last revision | 2018-09-25 |
| Course syllabus valid from | Spring 2019 |

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 or the equivalent degree. English language skills equivalent to English B at Swedish upper secondary school.

Objectives

The course aims to enable students to conduct market analysis and create marketing strategies within the field of life science.

Regarding knowledge and understanding:

- Describe terminology and central principles within market analysis and marketing
- Recognize and compare international differences of market environments

Regarding skills and abilities:

- Obtain, analyse and communicate information on e.g. market needs, market trends and market characteristics
- Compare and analyse different marketing strategies

Regarding judgement and approach:

- Reflect on ethical dilemmas in the field of market analysis and marketing

Content

The course consists of an independent assignment and a team assignment covering different aspects of market analysis and marketing within the field of bioentrepreneurship.

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.

Examination

The examination consists of:

- A team assignment (Fail/Pass)
- 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 assignment and the grade "Pass with distinction" on the individual assignment and the written exam. Submission of the team and/or individual assignment after the deadline will result in the student missing the chance to get the grade pass with distinction.

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 not passed after four examinations he/she is recommended to retake the course at the next occasion that the course is given. At this course the student will be granted two more occasions for examination. If the student has failed to pass the course after six examination occasions in total the student will not be given any new opportunity to retake the course.

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.

Aaker, David A.

Strategic market management

10 ed. : New York : John Wiley & Sons Inc., 2013 - ix, 326 s.

ISBN:9781118582862 LIBRIS-ID:14830222

[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

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