



**Karolinska  
Institutet**

Course syllabus for

## **Marketing and Sales in Life Sciences, 6 credits**

Marknadsföring och försäljning inom life science, 6 hp

This course syllabus is valid from autumn 2021.

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

Autumn2021 , [Autumn2022](#) , [Autumn2024](#)

Course code	4BP047
Course name	Marketing and Sales in Life Sciences
Credits	6 credits
Form of Education	Higher Education, study regulation 2007
Main field of study	Bioentrepreneurship
Level	AV - Second cycle
Grading scale	Fail (U), pass (G) or pass with distinction (VG)
Department	Department of Learning, Informatics, Management and Ethics
Decided by	Utbildningsnämnden LIME
Decision date	2021-04-19
Revised by	Education committee LIME
Last revision	2021-04-29
Course syllabus valid from	Autumn 2021

### **Specific entry requirements**

At least the grade Pass on the courses in Theory in bioentrepreneurship, Industrial Management, Communication in bioentrepreneurship 1, Market analysis, Communication in bioentrepreneurship 2 and Practical Placement 1 within the Master's programme in bioentrepreneurship.

### **Objectives**

The course aims to give an understanding of the basics in marketing and sales in the life science industry, that is pharmaceuticals, medical technology and biotechnology.

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

#### **Regarding knowledge and understanding:**

- explain basic concepts, theories, methods and models in marketing and sales as well as understand and discuss when they are relevant to apply in the life science industry context.

#### **Regarding skills and abilities:**

- practically apply theories and models in marketing and sales to analyze problems that companies and organizations encounter, and to identify and argue for problem solutions from a marketing perspective

**Regarding judgement and approach:**

- critically assess and evaluate the ethical dimensions in marketing and sales.

## Content

The course covers the following themes:

- Psychology of buying and buying behaviour
- Marketing Technology
- Market Communication
- Brand management
- Personal selling
- Sales psychology
- Marketing and sales automation
- Sales methodology and sales processes
- Key account management
- Sales organization and sales management

### Market analysis - project, 3.0 hp

Grading scale: GU

This module consists of a project that integrates skills in market analysis with scientific methods that are suitable within this field such as interviews and observations.

### Market analysis - project, 3.0 hp

Grading scale: VU

This module integrates the individual experiences from the team project with the terminology and central concepts within market analysis.

## 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 active student participation. The teaching consists of lectures, seminars case studies and assignments on group as well as individual levels.

### Compulsory participation

The examiner assesses if and how absence from compulsory parts can be compensated. Before the student has participated in compulsory parts or compensated absence in accordance with the examiner's instructions the student's course results will not be reported. Absence from a compulsory part may result in the student having to wait to compensate until the next time the course is given.

## Examination

The examination consists of:

- A team assignment (Fail/Pass)
- An individual written assignment (Fail/Pass)
- An individual verbal assignment (Fail/Pass)
- A written exam (Fail/Pass/Pass with distinction)

In order to get the grade "pass" on the whole course, the student must get the grade "Pass" on all examinations. To get the grade "Pass with distinction" on the whole course, the student must get the grade "Pass" on the written exam.

### **A 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.

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 exam is regarded as an examination session. An examination for which the student registered but not participated in, will not be counted as an examination.

If there are special grounds or a need for adaptation for a student with a disability, the examiner may decide to deviate from the syllabus's regulations on the examination form, the number of examination opportunities, the possibility of supplementation or exemptions from the compulsory section/s of the course etc. Content and learning outcomes, as well as the level of expected skills, knowledge and abilities, may not be changed, removed or reduced.

## **Transitional provisions**

Examination will be provided during a time of two years after a possible cancellation of the course. The examination can take place according to an earlier literature list during a time of one year after the date when a major renewal of the literature list has been made.

## **Other directives**

The course language is English.

Course evaluation will be conducted according to guidelines decided by The Committee for Higher Education.

## **Literature and other teaching aids**

### **Mandatory literature**

The course leader will assign further mandatory literature in the form of articles, reports, cases and lecture material.

*Kotler, Philip*

#### **Principles of Marketing : global edition**

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

ISBN:9781292092485 LIBRIS-ID:17756985

*A new edition of this book is available as a e-book (released 2020) and we encourage you to use that.*

[Library search](#)

### **Recommended literature**