

Schedule Marketing & Sales in Life Science - 4BP047, Autumn 2021

Week	Day	Date	Time	Room	Topic	Lecturer	Attendance
35	Monday	30-aug	10.00-12.00	Inghesalen	Introduction	Erik Skog	Mandatory
	Tuesday	31-aug	10.00-12.00	John	Psychology of buying and buying behaviour	Erik Skog	
	Wednesday	01-sep	10.00-12.00	John	Integrated marketing	Erik Skog	
			13.00-15.00	John	Branding, advertising & PR	Erik Skog	
			15.00-16.00	John	Case assignment presented	Erik Skog	
	Thursday	02-sep	10.00-12.00	David	Brand Management	Frida Flemmer, Roche	Mandatory
36	Monday	06-sep	13.00-16.00	Wangari	Personal selling	Erik Skog	
	Tuesday	07-sep	10.00-12.00	John	Sales methodology and sales processes	Madhi Mojallal, Boehringer-Ingelheim	Mandatory
	Wednesday	08-sep	10.00-12.00	Wretlind	Sales psychology	Erik Skog	
			13.00-15.00	Wretlind	Marketing technology & market communication	Jens Bayer, Aquila Biolabs	Mandatory
	Thursday	09-sep	10.00-12.00	Wretlind	Pitching - oral exam	Erik Skog	Mandatory
			13.00-15.00	Wretlind	Pitching - oral exam	Erik Skog	Mandatory
37	Monday	13-sep	13.00-16.00	Wangari	Commercialisation of medtech innovation	Patrik Hidefjell, Nat. Board of Health and Welfare	Mandatory
	Tuesday	14-sep	10.00-12.00	David	Case assignment presentations	Erik Skog	Mandatory
			13.00-15.00	John	Case assignment presentation	Erik Skog	Mandatory
	Wednesday	15-sep	10.00-12.00	Inghesalen	Class case discussion	Erik Skog	Mandatory
			13.00-15.00	Inghesalen	Marketing and sales automation	Jesper & Jenny, Symcel	Mandatory
	Thursday	16-sep	10.00-12.00	Wretlind	Key account management	Erik Skog	
			13.00-15.00	Wretlind	Sales organization and sales management	Erik Skog	
38	Thursday	23-sep	09.00-12.00	Samuelson	Written exam		
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43	Thursday	28-okt	09.00-12.00	David	Re-examination		
Note that the 6 credits course corresponds to 4 weeks full time studies, 160 hours.							
In Business studies, reading and digesting literature like text book and articles is very important. The lectures is only covering parts of the curriculum, group and individual work with assignments and own studies sums up the course content.							
You need to find your own balance in your efforts but an idea could be something like lecture time 40 hrs, readings and individual work 80 hrs and group work 40 hrs.							
ERS	2021-08-17	15.00					