

**Target of the trip is to attend the market analysis course,  
supported by KISIMOTO international communication  
scholarship**

Doctor course 1<sup>st</sup> year S. H

Course in

**Karolinska Institute**

From Feb 2017 to April 2017

## **INTRODUCTION OF KAROLINSKA INSTITUTE**

Karolinska Institute (KI) is a globally respected medical university marked by a passion for research and a drive to contribute to the improvement of human health. In KI students can become an active part of that mission and open doors to a global future.

It is a one-faculty university dedicated solely to the health and life sciences, with the widest range of medical education in Sweden.

KI is consistently ranked in the top 50 universities globally, and the top 10 medical universities in Europe.

Teachers at Karolinska Institute often carry out research in parallel with teaching. This ensures that students are involved in the latest advances within the medical field.

The university incorporates an interactive teaching model that emphasizes informal and close contact with teachers and facilitates the active participation of students.

KI is situated in Stockholm, the capital of Sweden, which offers comfort and convenience: good public transport, history, culture, and business, surrounded by plenty of green space and blue water.

Sweden is one of the safest countries in the world and nearly 90% of the general population speaks English.



## **COURSE OVERVIEW**

### **1. Why I interested in this program**

My background on Marketing was acceptable as I used to work in my brother pharmaceutical company after my graduation from collage of medicine. I wanted to learn the keys to approach hospitals and consumers because it would help me in developing strategies in public health. When this opportunity came to me from Osaka university it was really difficult to let it slip away thanks to my professor and the staff from Osaka university who helped me in all the obstacles that faced me.

### **2. What I have done during program**

In this 5 week course, I had to join a group of students with different background and together do properly researched, structured marketing strategy and tactical plan, carefully built, that can help us stand out and make our business more competitive, robust and rewarding. This experiences were the starting points for any projects, advertising or marketing campaigns designed to increase life science. Before I define this course, it is essential to identify the unique advantages that I had, and how they line up against challenges.

In the world of life science marketing there are some basic factors to consider independent of the product or service that are provided. I had learned that in marketing pharmaceuticals or lab equipment manufacture, consumables, high end microscopes, mass spectrometers, DNA sequencers or research services, life science professionals and/or scientists in your field have to take notice.

### **3. What we learned**

The course started late February (Spring) and the first thing I heard from the instructor was:

“The key to successfully market to the life science sector is important to understand how scientific customers use digital content to find, decide, buy and use products and services for their work.”

In this 5 weeks course I had to learn the following:

## Principles and Methods in Market Analysis

Marketing information system (MIS) consists of people, equipment, and procedures to gather, sort, analyze, evaluate, and distribute needed, timely, and accurate information to marketing decision makers.

MIS provided me with the necessary information to how to approach the company's marketing and other managers and external partners such as suppliers, resellers, and marketing service agencies.

### Marketing Intelligence

One of the most important tools that I learned in this course was how to systematically collect and do analysis of publicly available information about competitors and developments in the market place. The goal of this tool was to improve strategic decision making, assess and track competitors' actions, and provide early warning of opportunities and threats.

### Marketing Research

I found how similar it was to deal with market research and public health research as we are using the same instruments which is systematic design, collection, analysis, and reporting of data relevant to a specific situation.

### Developing the Research Plan

We had to meet Astra Zeneca staff and he explained to us the outlines sources of existing data and spells out the specific research approaches, contact methods, sampling plans, and instruments that researchers will use to gather data.

Moreover, he taught us about Customer relationship management (CRM) and how it consists of sophisticated software and analytical tools that integrate customer information from all sources, analyze it in depth, and apply the results to build stronger customer relationships.



## Competitive Analysis

Which is important to know if and how public providers react to competition and possible differences in public providers' performance according to the competitiveness of the market.

### SWAT Matrix

<b>Strengths</b>	<b>Weaknesses</b>
<ol style="list-style-type: none"><li>1. Strong market presence</li><li>2. Good established customer base</li></ol>	<ol style="list-style-type: none"><li>1. High leverage</li><li>2. Declining operating margins</li><li>3. Declining market share</li></ol>
<b>Opportunities</b>	<b>Threats</b>
<ol style="list-style-type: none"><li>1. Strategic Acquisitions</li><li>2. Growing opportunities in the packaging industry</li><li>3. Niche markets</li></ol>	<ol style="list-style-type: none"><li>1. Slowdown in economy</li><li>2. Higher Competition</li><li>3. Environmental Costs</li></ol>

### Marketing Mix

It is also known as (4P's), which is a business tool commonly used in marketing that covers four pieces to help a particular business successfully reach and deliver its products to target consumers. This four piece includes Product, Price, Promotion, and Place. It is proven to be known that marketing mix is a crucial part that must be implemented in marketing as it has the ability to determine a group of a particular target consumer's needs, likes, and most importantly suitability.

### Market Segmentation

To be able to evaluate, improve the planning, and implementation of public health education program.

## Market Structure

In the light of the recent actions in several countries and global managed market reforms. It was important to learn how to examine the economic structure health care system. the Market Structure Analysis is a review of various technologies as they relate to the behavioral market structure model. The purpose behind these technologies is to promote a greater understanding and usage of marketing structure in marketing planning.

I always kept thinking why some companies stop the production of a product or invest more in it but when I learned about the growth–share matrix which is a chart that helps corporations to analyze their business units. It helps companies allocate resources and is used as an analytical tool in brand marketing, product management, strategic management, and portfolio analysis.

One of the major challenges I had studied that faces health systems is providing and funding health care. Around the globe this haven't changed much over the last few years – and they are unlikely to do so anytime soon due to the rising demand and associated spending are being fueled by an aging population; the growing prevalence of chronic diseases and comorbidities; development of costly clinical innovations; increasing patient awareness, knowledge, and expectations; and continued economic uncertainty despite regional pockets of recovery are just a few of the key issues and trends impacting the global health care sector.

### **4. Meaningful 5 weeks**

I am proud to reply that I had taken a Market Analysis course in Karolinska Institute under professionals in the fields of marketing and health disciplines. My period their had provided me with a very useful knowledge and a set of tools for planning, execution and evaluation of different marketing strategies and systems for public Health.



## **5. After this course**

I hope to begin working in the planning department of a large institute, such as a hospital or university. I hope to contribute to the strategy formulation, product planning, and promotion, as this would be an ideal way to accumulate experience and hone my organizational and logical skills.

In the future, I will return to my country and work in Ministry of Health, integrating our internal (such as the community care, institutional care, and medical care) and external resources (such as Osaka university and Karolinska institute). I believe that, with my assistance, we can share human resources and reduce costs, becoming much more efficient and productive in the process. If I am to accomplish these goals, however, I know that I must acquire much more advanced knowledge of management.

## **Acknowledgements**

I would like to start by expressing my special thanks of gratitude to Professor Kishimoto as well as Professor Iso and Osaka university whom gave me this golden opportunity to do this wonderful project on the topic Market Analysis, which also helped me in answering a lot of questions and doing a lot of research I am really thankful to them.

Secondly I would also like to thank my interactors and friends who helped me a lot in finalizing this course and made it fruitful to me.