


**COURSE: MARKETING FOR AQUACULTURE PROJECTS**

*LEARNING UNITS*

<b>1. Competencies</b>	Develop sustainable aquaculture projects, based on the needs of the markets and the regulations established, to contribute to the sector development.
<b>2. Fourth Month Period</b>	Four
<b>3. Theoretical Hours</b>	38
<b>4. Practical Hours</b>	52
<b>5. Total Hours</b>	90
<b>6. Week Fourth Month Period Total Hours</b>	6
<b>7. Learning Objective</b>	The student will conduct a market analysis, through a market research as well as the marketing mix to integrate them to the investment project in order to determine the commercial viability of an aquaculture product.

Learning Units	Hours		
	Theoretical	Practical	Totals
<b>I. Marketing Fundamentals for Investment Projects</b>	8	2	10
<b>II. Market Research</b>	10	3	45
<b>III. Marketing Mix</b>	20	1	35
<b>Totals</b>	<b>38</b>	<b>52</b>	<b>90</b>


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# MARKETING FOR AQUACULTURE PROJECTS


## LEARNING UNITS

<b>1. Learning Unit</b>	<b>I. Marketing Fundamentals for Investment Projects</b>
<b>2. Theoretical Hours</b>	8
<b>3. Practical Hours</b>	2
<b>4. Total Hours</b>	10
<b>5. Objective of the Learning Unit</b>	The student will identify the types of aquaculture local marketing, for the proposal of an investment project.

Themes	Learning to know	Learning to do	Learning to be
Process of Project's Proposal	<p>Identify the importance of proposing productive aquaculture projects.</p> <p>Identify the characteristics, elements and analysis that integrate an aquaculture investment project:</p> <ul style="list-style-type: none"> <li>- Market analysis</li> <li>- Technical analysis</li> <li>- Financial analysis</li> <li>- Environment assessment and socioeconomic study</li> </ul>		<p>Observer</p> <p>Systematic</p> <p>Analysis and</p> <p>Synthesis</p> <p>Ability</p> <p>Organized</p>

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Themes	Learning to know	Learning to do	Learning to be
Marketing Fundamental Concepts	Identify the fundamental concepts and its interrelation in marketing: <ul style="list-style-type: none"> <li>- Needs</li> <li>- Wants</li> <li>- Basic needs</li> <li>- Demand</li> <li>- Interchange</li> <li>- Market</li> <li>- Transaction</li> <li>- Quality</li> <li>- Client</li> <li>- Consumer</li> <li>- Supplier</li> <li>- Distributor</li> <li>- Client's satisfaction</li> <li>- Client's value</li> <li>- Marketing.</li> </ul> Identify the benefits of marketing.		Observer Systematic Analysis and Synthesis Ability Organized
Types of Market.	Identify the characteristics and types of market according to the client: <ul style="list-style-type: none"> <li>- Consumption Market</li> <li>- Industrial Market</li> <li>- Retailer Market</li> <li>- Government Market</li> <li>- International Market</li> </ul>	Classify the aquaculture local market, according to its characteristics.	Observer Systematic Analysis and Synthesis Ability Organized

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## TEACHING LEARNING PROCESS

Learning outcomes	Learning sequence	Instruments and type of reagents
<p>Develop a concept map including the concepts and relationship between:</p> <ul style="list-style-type: none"> <li>- The process of Project's proposal</li> <li>- Marketing fundamental concepts</li> <li>- The types of marketing</li> <li>- Classification of Aquaculture local market.</li> </ul>	<ol style="list-style-type: none"> <li>1.- Identify the characteristics, elements and analysis that integrate an aquaculture investment project.</li> <li>2.- Understand the fundamental concepts and benefits of marketing.</li> <li>3.- Understand the characteristics and types of market according to the client</li> </ol>	<p>Essay Checklist</p>

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# MARKETING FOR AQUACULTURE PROJECTS

## TEACHING LEARNING PROCESS

Methods and teaching techniques	Media and didactic materials
Collaborative teams Research task Directed debate	Whiteboard Internet Audiovisuals Projector Computer

## LEARNING SPACE

Classroom	Laboratory / Workshop	Company
X		


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## LEARNING UNITS

<b>1. Learning Unit</b>	<b>II. Market Research</b>
<b>2. Theoretical Hours</b>	10
<b>3. Practical Hours</b>	35
<b>4. Total Hours</b>	45
<b>5. Objective of the Learning Unit</b>	The student will elaborate a marketing investigation, to determine the viability of an aquaculture product.


Themes	Learning to know	Learning to do	Learning to be
Introduction to Market Research.	Identify the concepts and the characteristics of the competition relations within a market: <ul style="list-style-type: none"> <li>- Oligopoly</li> <li>- Monopoly</li> <li>- Perfect competence.</li> </ul>		Observer Systematic Analysis and Synthesis ability Organized
Market segmentation.	Explain the concepts and the characteristics of target market and market segmentation  Identify the importance and the stages of market segmentation.	Establish market segmentation for an aquaculture product.	Observer Systematic Analysis and Synthesis ability Organized
Stages in the Process of Market Research	Identify the stages of the process of market research: <ul style="list-style-type: none"> <li>-Planning and designing the research</li> <li>- Collecting data for the research</li> <li>- Processing the information</li> <li>- Analysis and presentation of the results</li> </ul>		Observer Systematic Analysis and Synthesis ability Organized

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Themes	Learning to know	Learning to do	Learning to be
Planning and Designing the Research.	<p>Identify the required elements when planning a research:</p> <ul style="list-style-type: none"> <li>- Approaching of the issue and the hypothesis.</li> <li>- Setting the objectives</li> <li>- Setting the sampling universe</li> <li>- Data needs analysis</li> <li>- Types of population (finite and infinite).</li> <li>- Setting the instruments for data collection.</li> <li>- Sampling design               <ul style="list-style-type: none"> <li>a)Types of probability sampling</li> <li>b)Types of non-probability sampling</li> <li>c) Formula to calculate sampling and standard error (finite and infinite).</li> </ul> </li> </ul>	Prepare the planning of the research.	Observer Systematic Analysis and Synthesis ability Organized
Process and Instruments for Collecting Data	<p>Identify the procedure for collecting secondary data in market research.</p> <p>Identify the elaboration process of the instruments for collecting primary data:</p> <ul style="list-style-type: none"> <li>- Questionnaire</li> <li>- Survey</li> <li>- Interview</li> </ul> <p>Identify the types of measurement scale (nominal, ordinal, interval, reason).</p> <p>Identify the procedure for data collection and analysis.</p>	<p>Collecting secondary data for the market research.</p> <p>Design/build instruments for collecting primary data.</p> <p>Collecting primary data with the designed instruments.</p>	Observer Systematic Analysis and Synthesis ability Organized Leadership

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Themes	Learning to know	Learning to do	Learning to be
Analysis and Presentation of Results.	<p>Identify the procedures of statistical analysis.</p> <p>Identify the procedures of interpretation of results.</p> <p>Identify the format of the presentation of results and the executive presentation.</p>	<p>Elaborate a report of the market research results.</p> <p>Present the results of the market research.</p>	


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# MARKETING FOR AQUACULTURE PROJECTS

## EVALUATION PROCESS

Learning outcomes	Learning sequence	Instruments and type of reagents
<p>Based on a market research, the student will present a report including:</p> <ul style="list-style-type: none"> <li>-Planning of the market research:               <ul style="list-style-type: none"> <li>a) Approaching of the issue and the hypothesis</li> <li>b) Setting the objectives</li> <li>b)Setting the sampling universe</li> <li>d) Data needs analysis</li> <li>e) Types of population (finite and infinite).</li> <li>f) Setting the instruments for data collection.</li> <li>g) Sampling design</li> </ul> </li> <li>-Instruments of data collection and collected data.</li> <li>-Analysis and interpretation</li> <li>-Conclusions and recommendations</li> <li>-Annexes</li> </ul>	<ol style="list-style-type: none"> <li>1. - Understand the concepts and characteristic of the competition relations in a market.</li> <li>2.-Understand the concepts, characteristics and procedures of the market segmentation.</li> <li>3. - Understand the characteristics and the elements of the stages and processes of market research.</li> </ol>	<p>Projects Checklist</p>

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# MARKETING FOR AQUACULTURE PROJECTS

## TEACHING LEARNING PROCESS

Methods and teaching techniques	Media and didactic materials
Collaborative teams Learning based on projects Research tasks	Whiteboard Internet Audiovisuals Projector Computer Printed material

## LEARNING SPACE

Classroom	Laboratory / Workshop	Company
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## LEARNING UNITS

<b>1. Learning Unit</b>	<b>III. Marketing Mix</b>
<b>2. Theoretical Hours</b>	20
<b>3. Practical Hours</b>	15
<b>4. Total Hours</b>	35
<b>5. Objective of the Learning Unit</b>	The student will design a marketing mix, in order to commercialize an aquaculture product in the market.

Themes	Learning to know	Learning to do	Learning to be
Marketing Mix	Identify the concept and variables of marketing mix.		Observer Systematic Analysis and Synthesis ability Organized
Product	Identify the concept, features, classification, levels and elements of the product: tag, container, packaging, shipping, branding and identity and its normative reference.  Explain life cycle of the product.	Categorize the elements of an aquaculture product.	Observer Systematic Analysis and Synthesis ability Organized
Price	Identify the characteristics and methods to setting costs: - Cost base - Coefficient of variation of a supply chain - Marketing comparison	Setting fixed prices of an aquaculture product.	Observer Systematic Analysis and Synthesis ability Organized

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Themes	Learning to know	Learning to do	Learning to be
Place	Identify the concept, the elements and the normative references of the distribution channel: <ul style="list-style-type: none"> <li>- Chanel structure</li> <li>- Physical distribution</li> <li>- Types of transportation</li> </ul>	Select the distribution channels for the aquaculture product.	Observer Systematic Analysis and Synthesis ability Organized
Promotion	Identify the different concepts and characteristics of promoting and advertising within marketing mix.  Identify the procedure for developing a strategy of promotion and publicity.	Select a strategy of promotion and advertising.	Observer Systematic Analysis and Synthesis ability Organized

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## EVALUATION PROCESS

Learning outcomes	Learning sequence	Instruments and type of reagents
<p>Based on the results of the market research, the student will present the marketing mix of an aquaculture product, including:</p> <ul style="list-style-type: none"> <li>- Description of the product, tag, container, packaging, branding and identity.</li> <li>- Description of the life cycle of the product.</li> <li>- Description of the price strategies.</li> <li>- Description of the distribution channels.</li> <li>- Description of the promotion and advertising media.</li> </ul>	<ol style="list-style-type: none"> <li>1.- Understand the concept and variables of the marketing mix.</li> <li>2. - Identify the levels, elements and the life cycle of the product.</li> <li>3.- Understand the methods for fixing prices</li> <li>4. - Identify the media and distribution channels.</li> <li>5. - Understand the elements that integrate a strategy of promotion and advertising.</li> </ol>	<p>Projects Checklist</p>

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## MARKETING FOR AQUACULTURE PROJECTS

### *CAPACITIES DERIVED FROM THE PROFESSIONAL COMPETENCES TO WHICH THE COURSE CONTRIBUTES*


Capacity	Performance Criteria
<p>Schedule the activities of the productive cycle according to the biology of the species, the demand of the product and the climatic conditions, to optimize the resources and to meet the production goals.</p>	<p>Prepare a program of the productive cycle based on the manual of good practices for the respective species and that should contain:</p> <ul style="list-style-type: none"> <li>- Planting period (climatic and biology of the species)</li> <li>- Morphometric measurements of organisms</li> <li>- Homogenization of sizes of organisms</li> <li>- Harvest period</li> <li>- Feeding schedules</li> <li>- Water quality monitoring</li> <li>- Water refills</li> <li>- Disinfection activities of the infrastructure and of the system</li> <li>- Acquisition of supplies</li> </ul>
<p>State the potential market of an aquaculture product through an analysis of the situation of the markets, to identify marketing opportunities.</p>	<p>Prepare a report about the market analysis of aquaculture products that includes:</p> <ul style="list-style-type: none"> <li>- Characteristic of the markets of the main products and supplies.</li> <li>- Channels of distribution and sale.</li> <li>- Conditions and mechanisms for supplying raw materials and supplies.</li> <li>- Plan and marketing strategy:               <ul style="list-style-type: none"> <li>A) Price structure of products and by-products, as well as sales policies.</li> <li>B) Competitiveness analysis.</li> <li>C) Income projection</li> </ul> </li> <li>- Letters of Intent and/or contracts for the purchase and sale of raw materials and products.</li> </ul>

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