

## FISHERY AND AQUACULTURE PRODUCT MARKETING

**Credits: 5,0 ECTS**

Brief description of the contents:

- Understanding the regulations related to marketing
- Understanding the basic concepts of marketing and the general management of aquaculture and fishing companies. Organisation of the fisheries and aquaculture sectors
- Incorporation of new handling and conservation techniques to the traditional processes
- Ability to analyse and manage marketing for fishery and aquaculture companies: market studies, supply and demand analyses, waste management during transformation and marketing.

Detailed programme:

LEARNING BLOCK	TOPIC OR ACTIVITY
<b>B1</b>	Course presentation: introduction to fishery and aquaculture product marketing.
<b>B2</b>	Current state of the market. Management of fishery and aquaculture product marketing.
<b>B3</b>	Marketing organisation of the fisheries sector: organisations and associations.
<b>B4</b>	Current regulations for fishery and aquaculture product marketing.
<b>B5</b>	Handling, production and conservation of fishery and aquaculture products (I).
<b>B6</b>	Handling, production and conservation of fishery and aquaculture products (II).
<b>B7</b>	Visit to handling and processing companies.
<b>B8</b>	Fish farm management control (I).
<b>B9</b>	Fish farm management control (II).
<b>B10</b>	Processed fishery and aquaculture product positioning. Market study, as a working tool.
<b>B11</b>	Case study: market valuation of fishery and aquaculture products.
<b>B12</b>	Traceability and labelling.
<b>B13</b>	Quality management of aquaculture facilities.
<b>B14</b>	Case study: restructure of fish waste.
<b>B15</b>	Processed waste characterisation. Waste treatment and reprocessing.
<b>B16</b>	Visit to a fish market and a marketing factory.
<b>B17</b>	Visit to a fish market and a marketing factory.

Evaluation system:

SYSTEM	WEIGHT
<b>Class attendance and participation</b>	5 – 10
<b>Individual and group projects</b>	5 – 10
<b>Case studies</b>	10 – 20
<b>Content test</b>	30 – 60