

Course Outlines

Course Title: Shellfish Products And Marketing

Course Code: AQUA 556T

Total Hours: 35 hours

Description: An introduction to the process that a shellfish marketer completes during market plan development, including researching trends and developing strategies to exploit the trends and overcome the challenges. Topics include market and trends research, seafood supply chains, market demands, product differentiation, promotional strategies and developing a marketing plan.

Course Objectives:

The student will be able to:

- Find comprehensive shellfish market information that will allow them to develop a marketing plan for their shellfish products;
- Understand supply and demand and impacts on farmgate prices;
- Define shellfish markets and identify important trade factors;
- Conduct basic market research and identify seafood buyer trends;
- Anticipate new markets and prepare for new species and product developments;
- Understand supply chain and market options;
- Integrate key demand factors of product quality, consistency and safety; and
- Prepare a product differentiation and promotion strategy.

Modules:

Module 1: General Marketing Principles

Module 2: Market Research – Global

Module 3: Market Research – Consumer & Buyer Trends

Module 4: Market Research – BC Shellfish Industry and the Need for New Markets

Module 5: The Shellfish Supply Chain and Market Options

Module 6: Key Demand Factors: Product Quality, Safety and Consistency

Module 7: Product Differentiation

Module 8: Promotional Strategies

Module 9: Creating a Shellfish Marketing Plan

Prerequisites: None.

Evaluation: Students will be evaluated through a combination of attendance; participation in and completion of group and classroom exercises, and written examinations.