

Course Title: Products marketing and valorization

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Name of the teachers (with affiliation): Jose L. Santiago, Fisheries Socioeconomic Department. CETMAR

Course aims (max 500 characters spaces included):

To understand the main requirements of the consumer of fisheries products and how meeting them supports business growth and competitiveness. The identification of main market trends set the baseline to illustrate the e-commerce as a marketing channel, identifying the role pricing and media as critical components of the company's marketing strategy.

Intended learning outcomes:

- Increased understanding of the main requisites of the consumer of fish and seafood products.
- Improve the skills on data compilation, analysis and digestion of databases.
- Expand the skills on e-commerce
- Expand the employee competitiveness and job mobility

Course contents

6.1	Sustainability in fish industry: CSR corporate social responsibility
6.2	Value Shared creation and RSC in seafood
6.3	The seafood demand: the market size and big trends and consumer profile
6.4	Diagnosis of the situation on a case study basis (on-line market)
6.5	The communication plan: content, budgeting and holistic approach
6.6	Media, promotion, advertising and efficiency
6.7	Social media and Market positioning on web
6.8	What is the right price for my products? Price strategies

40 Hours

Sustainability and value creation in fish and seafood sector

8 h.

An introduction to the main assets to generate value in the fish industry through the value created internally (CSR, added value or other specific or holistic approaches) and externally (marketing mix and advertising)

Who and how is the fish consumer?

8 h.

Techniques to identify the profile of the fish consumer through simple methods (e.g. consumer profiling) to more complex approaches based on the use of big data (e.g. persona analysis)

The (online) marketing strategy and plan for fish and seafood products 8 h.

Market opportunities identification through market intelligence tools of the macro and micro-environment where the companies are operating. Demand estimation, consumer behaviour and segmentation/cluster methods are included in this lecture.

Matching the consumer needs with seafood products 8 h.

The connection between the company and clients and consumer is introduced through the branding, competence analysis, design and management of services and selection of marketing channels. Special attention will be paid on the price strategies for fish products.

The development of a communication campaign for a fish product 8 h.

The main steps and techniques to develop a communication campaign in mass media, social media and in the point of sale is included in this lecture. Tools to create a sustainable growth at long term based on the marketing mix are included in this lecture.

Course material:

A serie of presentations (ppt) will guide each lecture. In parallel to the course presentations, additional material (e.g. coins, maps, instructions, profiles) will be used to implement the teaching method (gamification)

Teaching method (max 500 characters spaces included):

- Lecturer and experts from front-running companies.
- Gamification: application of game-related principles (user experience and engagement) in order to mobilize the experience-based knowledge of the attendants and facilitate scaffolded learning (e.g. scoring, gaining/saving extra points through missions and sub-missions as well as by collaboration/team work).
- Visits

Assessment method and criteria (max 500 characters spaces included):

The assessment will be based on:

- Daily quick-quizzes: in the last 15 min. of the day, a round of quick questions will be available for the attendees to evaluate the knowledge acquired in the day.
- Final project: based on the game developed, the final punctuation will be assessed with the course teachers and the experts invited.

Both scores will weigh the 50% in the final punctuation.

Notes and prerequisites:

Professionals of the sector (active or inactive) but students are also welcomed.

Course Structure

<p>On-line phase (15/20h)</p> <p>(modules/topics you would like to address in the on-line phase on the training)</p>	<p>Face to face phase (24h)</p> <p>(modules/topics you would like to address in the face to face phase on the training)</p>	<p>Format</p> <p>(e.g. audio/video, video slides, text, ppt, etc.)</p>
<p>1) Sustainability and value creation in fish and seafood sector (introduction)</p>	<p>During the f2f phase they will use games and interactive scenarios to develop and launch a new product they are not familiar with. Develop a communication campaign.</p>	
<p>2) Who and how is the fish consumer?</p>		
<p>3) The (online) marketing strategy and plan for fish and seafood products</p>		
<p>4) Matching the consumer needs with seafood products</p>		
<p>5) The development of a communication campaign for a fish product</p>		



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