

## Marketing Of Aquaculture Products Module

A **Module Handbook** or collection of module descriptions that is also available for students to consult should contain the following information about the individual modules:

Module designation	This course explains the procedures for marketing of aquaculture products. Students can take the course at: 1. Swasti farm, Kalasan 2. P2MPKP Mino Ngremboko 3. Pokdakan Banjarharjo
Module level, if applicable	Undergraduate
Code, if applicable	MA20193212
Subtitle, if applicable	-
Courses, if applicable	-
Semester(s) in which the module is taught	Sixth or Seventh Semester
Person responsible for the module	Dr. Susilo Budi Priyono, S.Pi., M.Si.
Lecturer	All lecturers of aquaculture study program
Language	Bahasa Indonesia
Relation to curriculum	Aquaculture, Elective course of MBKM
Type of teaching, contact hours	Activities: a. Lecture b. Team/Individual-based project c. Exam d. Student presentations
Workload	4 credit points x 170 minutes x 16 meetings = 10,880 minutes = 181.33 hours = 181.33 hours/30 hours = 6.04 ECTS
Credit points	4 credit points
Requirements according to the examination regulations	Students who have a minimum attendance to mitra of 70% from total lecture meeting are allowed to take examination

Recommended prerequisites	-
Module objectives/intended learning outcomes	<p>Course Outcome (CO):</p> <p>CO-1: Students understand the characteristics of produced aquaculture products and the concepts of demand, supply, and price (PLO 1-3)</p> <p>CO-2: Students can analyze market structures, consumer behavior and marketing channels for their produced aquaculture products (PLO 1-3)</p> <p>Program Learning Outcome (PLO):</p> <p>PLO 1: Knowledge</p> <ul style="list-style-type: none"> <li>- Students can evaluate theoretical concepts of aquatic organism cultivation techniques and management in fresh, brackish and/or marine waters that are produce high yield and quality, but sustainable using the latest technology, including preparation of infrastructure, management of water, fish-seeds, feed, health, and harvest (P3)</li> </ul> <p>PLO 2: General Skill (KU)</p> <ul style="list-style-type: none"> <li>- Students can think logically, critically, systematically, and innovatively by utilizing information technology to produce solutions according to the respective areas of expertise with integrity and manifested in scientific documents (KU-1)</li> </ul> <p>PLO 3: Special skills</p> <ul style="list-style-type: none"> <li>- Students can apply science and technology to sustainable fisheries and marine business systems, including management and utilization of aquatic resources, socioeconomics, fish culture, fishery product processing and fisheries policies to produce high quality fishery products (KK1)</li> <li>- Students can solve problems in fisheries system by identifying problem, collecting, and analyzing data, and providing conclusions with alternative problem-solving (KK2)</li> <li>- Students can conduct aquaculture activities from designing and constructing aquaculture containers and supporting facilities, managing fish-seed production, feeds, health, water quality and harvesting freshwater, brackish water and marine organisms through good fish hatchery practices and good aquaculture practices in accordance with environmental standards, as well as analyses of socio-economic aspects (KK3)</li> </ul>

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Content	<p>Course Learning Outcome</p> <p>CLO 1</p> <ol style="list-style-type: none"> <li>1. Product Characteristics</li> <li>2. Concepts of demand, supply, and price</li> <li>3. Market structure</li> </ol> <p>CLO 2</p> <ol style="list-style-type: none"> <li>4. Consumer behavior and marketing channels</li> <li>5. Marketing strategy</li> </ol>
Study and examination requirements and forms of examination	<p>All student enrolled in MBKM internship are required to complete:</p> <ul style="list-style-type: none"> <li>- Internship Report as the output of the overall internship course activities.</li> <li>- Field Work Reports as outputs of Field Work courses</li> <li>- Seminar Report as an outcome of Seminar courses</li> </ul>
Media employed	Powerpoint, Laptop, LCD, eLearning Platform such as eLOK, simaster.
Reading list	Book and journal related with the topics