



ISO 9001:2008

EXPECTED LEARNING OUTCOMES (ELOs)

KNOWLEGES

- ELO 1** Apply mathematical, scientific, technical, social knowledge, and knowledge on contemporary issues in the field of Aquaculture
- ELO 2** Analyze data to conduct surveys and research in the field of Aquaculture
- ELO 3** Assess the quality of care, treatment, and health management of Aquaculture species
- ELO 4** Design the model of Aquaculture farming and seed production along the direction of clean production and ensuring safety food sources for human.

SOFT SKILLS

- ELO 5** Apply creative thinking, critical thinking, and problem solving skills in a variety of contexts.
- ELO 6** Work independently, lead the team, and manage the project towards its goals.
- ELO 7** Communicate effectively, understand cultural differences, read English documents in the field of Aquaculture

ADVANCED SKILLS

- ELO 8** Provide technical advice and business solutions in the field of Aquaculture to benefit stakeholders (producers, traders, communities).
- ELO 9** Use information technology and modern equipment of the Aquaculture sector effectively.

ATTITUDES

- ELO 10** Develop a professional work attitude, uphold professional ethics, demonstrate an awareness of environmental and human protection, love and protect animals.
- ELO 11** Demonstrate a spirit of entrepreneurship and life-long learning

COURSE EXPECTED LEARNING OUTCOMES (CELOs)

Symbol	Expected learning results of the module Complete this module, students made	Expected learning outcomes
KNOWLEGES		
CELO 1	Research customer behavior	ELO1 , ELO2
CELO 2	Identify market segmentation methods	ELO1 , ELO2
CELO 3	Identify key markets	ELO1 , ELO2
ADVANCED SKILLS		
CELO 4	Implementing the 4P strategy	ELO5,ELO6 , ELO8. ELO9.
SOFT SKILLS		
CELO 5	Working independently, working in teams	ELO6
CELO 6	Use communication skills, presentation and report writing	ELO7
ATTITUDES		
CELO 7	Conscious of professional ethics	ELO10
CELO 8	A sense of self-study, self-study, showing desire to start a business	ELO11

RATING AND SCORING

- Score scale: 10
- Process evaluation: 50% + Final exam: 50%
- Number of credits: 2 credits (1 theory credits, 1 practice credits)
- Semester: 2 (2nd semester, 3st year)

LEARNING CONTENT

- Chapter 1: Introduction to marketing
- Chapter 2: Marketing environment
- Chapter 3: Research customer behavior
- Chapter 4: Research Marketing
- Chapter 5: Market segmentation
- Chapter 6: 4P strategy

LEARNING METHODS

- + Lecturing by powerpoint, asking questions in combination with video slideshow
- + Group discussion.
- + Solve situations.

DUTIES OF STUDENTS

- + Attendance: Students must attend at least 70% for theory and 90% for practice.
- + Preparing for the lecture: Students must read the teaching, reference books and search for materials provided and introduced by lecturers.
- + Attitude: actively participating in asking questions, comments, criticisms, evaluations and demand.



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