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Office Hours:

Monday to Friday: 11:00 a.m. to 12:00 p.m.; or by appointment

Meeting Times

9:30 – 11:00 a.m., Tuesdays and Thursdays, Room 225 Kodiak Seafood and Marine Science Center and by video conference

Course Description and Goals

This course presents the development and management of a successful seafood business from inception to operation. Practical application of business planning, obtaining

Learn and know how to conduct seafood market research, put together and execute a marketing management plan that will optimally place a seafood product with highest return, and identify resources that can help a seafood business market their products (e.g. Alaska Seafood Marketing Institute).

The students of this class will have the opportunity to listen and ask questions with practitioners in the seafood industry such as seafood trader/brokers, commercial fishermen, seafood processing plant owner/operators, and/or seafood restaurant operators.

As part of the requirement of this course, the students will also have the opportunity to practice putting together a seafood business plan of their interest.

Prerequisite: FISH F261 or approval by Instructor.

Credits 3 + 0

Special Needs

Please contact me as soon as possible if you need accommodations and course adjustments due to a disability so that I will make the necessary arrangements with the Office of Disabilities Services.

Reading Assignments

Currently, there are no specific text books devoted to the topic of Seafood Business. Thus the reading materials for the course will be obtained from various sources. However, there are two text books that the instructor will draw heavily on to illustrate concepts on cost and profitability analysis, and market research, implementation, and measurement. Students are not required to purchase the text books. Selected readings from the books will be provided electronically through UAF Blackboard:

Kay, R., W. Edwards, & P. Duffy. 2013. Farm Management McGraw-Hill (7th Edition). 480 pp. ISBN: 9780073545875

Kotler, P. & G. Armstrong. 2013. Principles of Marketing Prentice Hall (15th Edition). 720 pp. ISBN: 9780133084047

Readings will be provided on UAF Blackboard (<http://class.uaf.edu>)

Grading

Grades will be assigned using a plus system based on the following scale:

A > 93

A- 90-93

B+ 87-89

B 84-86

B- 80-83

C+ 77-79

C 70-76

C- 65-69

Point and percentage values for

Course Outline

<u>Topic</u>	<u>Date</u>	<u>Readings</u>
INTRODUCTION		
The Concept of Profit and the Profit Triangle	Sep 04	Readings
Alaska Seafood in the Global Market Place	Sep 09	Kotler, Ch 19 Readings
THE SEAFOOD BUSINESS PLAN		
Why Planning? Components of a Business Plan	Sep 11	Kay Ch 2; Readings
Components of a Business Plan (continued)	Sep 16	Readings
Cost Considerations and Break-even Analysis	Sep 18	Kay Ch 9 Readings
Cost Considerations and Break-even Analysis (continued)	Sep 23	Kay Ch 9 Readings
Market Research and the Marketing Plan	Sep 25	Kotler Ch 3 Readings
Market Research and the Marketing Plan (continued)	Sep 30	Kotler Ch4; Readings
SETTING UP THE SEAFOOD BUSINESS		
Permits and Regulations	Oct 02	Readings
Permits and Regulations (continued)	Oct 07	Readings
Financing and Corporate Structure	Oct 09	Kay Ch 20; Readings
Corporate Structure (continued) and Tax Considerations	Oct 14	Kay 20; Readings
TERM PROJECT DISCUSSION and REVIEW FOR MID -TERM	Oct 16	No Reading
MID -TERM EXAM	Oct 21	No Reading
OPERATING A SEAFOOD BUSINESS		
Leadership, Management, and Operational Consideration	Oct 23	Kay Ch 21, 22; Readings
Management and Operational Considerations (continued)	Oct 28	Kay Ch 21, 22; Readings
Logistics and Supply	Oct 30	Readings
Sales and Marketing Principles	Nov 04	Kotler Ch 6, 7
Sales and Marketing Application	Nov 06	Kotler Ch 10; Readings
Sales and Marketing Outcome Measurement	Nov 11	Readings
MEASURING THE PROFITABILITY OF A SEAFOOD BUSINESS		
Balance Sheet and its uses	Nov 13	Kay Ch 4, Readings
Income Statement and its uses	Nov 18	Kay Ch 5, Readings
CashFlow Statement and its uses		