NOTE: This course is not intended for transfer credit.

Catalog Course Description:
An in depth study of how media functions in the real world. Interrelation of media disciplines, professional organizations, media ethics and law, intellectual property, subject rights, client rights, and professional standards are explored. This class is geared to the aspiring media professional with special attention paid to those who wish to be self-employed. Marketing, pricing, preparing a business plan, and preparing taxes are covered.

Entry Level Standards:
The student must have math, reading, and writing skills at the college level.

Prerequisites:
MDT 1000

Textbook(s) and Other Course Materials:
Successful Freelancing, Marion Faux St. Martin’s Press
Equipment/Materials: As needed based on student’s specialty.

I. Week/Unit/Topic Basis:

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II. Course Objectives*:

A. Understand how different media relate to one another when covering the same event.
B. Understand how different media relate to one another when promoting the same product.
C. Knowledge intellectual property laws and understand how to adhere to them.
D. Develop a set of personal professional ethics.
E. Have a working knowledge of media laws.
F. Become familiar with the elements of and develop a business plan.
G. Create personal marketing materials.
H. Understand tax issues and prepare an income tax return.

*Roman numerals after course objectives reference goals of the photography program

III. Instructional Processes*:

Students will:

1. Acquire knowledge and skills of ethical media business practices through classroom lectures, demonstrations, and participation in panel discussions with business professionals. *Communication Outcome.*

2. Complete a written evaluation and assessment of a communications case study involving legal and ethical issues. *Problem Solving and Decision Making Outcome.*

3. Devise a business plan that includes assessing market for product or service, estimating start-up costs, a search for capital, and money management. *Problem Solving and Decision Making Outcome.*

4. Develop a business marketing strategy and present promotional portfolio and resume to class members (i.e., “prospective clients”). *Communication Outcome; Active Learning Strategy.*

5. Participate in classroom critiques and discussion of student work. *Personal Development Outcome; Active Learning Strategy*

*Strategies and outcomes listed after instructional processes reference TBR's goals for strengthening general education knowledge and skills, connecting course work to experiences beyond the classroom, and encouraging students to take active and responsible roles in the educational process.
IV. Expectations for Student Performance*:

Upon successful completion of this course, the student should be able to:

1. Identify and distinguish key role players in media.
2. Develop model release and other appropriate business forms.
3. Complete a sample business plan.
4. Give an oral and visual presentation of promotional materials.
5. Prepare income tax forms for self-employed media professional.

*Letters after performance expectations reference the course objectives listed above.

V. Evaluation:

A. Testing Procedures: 30%
   - Three quizzes 5%
   - Midterm 25%

B. Laboratory Expectations:
   None

C. Field Work: 70% of grade
   - Business Plan ........................................... 25%
   - Case Study ............................................. 10%
   - Income Tax ......................................... 5%
   - Business forms ..................................... 5%
   - Promotional materials and presentation ............ 25%
     Different genres of photography consisting of at least five images are required.

D. Other Evaluation Methods:

   Students will be evaluated on attendance and participation and may lose as much as 10% off their final grade.

VI. Policies:

A. Attendance Policy:

Pellissippi State Technical Community College expects students to attend all scheduled instructional activities. As a minimum, students in all courses must be present for at least 75 percent of their scheduled class and laboratory meetings in order to receive credit for the course (Pellissippi State Catalog). Individual departments/programs/disciplines, with the approval of the vice president of Academic and Student Affairs, may have requirements that are more stringent.

B. Academic Dishonesty:
The instructor has the primary responsibility for control over classroom behavior and maintenance of academic integrity. Plagiarism, cheating and other forms of academic dishonesty are prohibited. A student guilty of academic misconduct, either directly or indirectly through participation or assistance, is immediately responsible to the instructor of the class. In addition to other possible disciplinary sanctions that may be imposed through the regular Pellissippi State procedures as a result of academic misconduct, the instructor has the authority to assign an F or a zero for the exercise or examination or to assign an F in the course. (Pellissippi State Catalog)

C. Accommodations for disabilities:

If you need accommodations because of a disability, if you have emergency medical information to share, or if you need special arrangements in case the building must be evacuated, please inform the instructor immediately. Please see the instructor privately after class or in his/her office. Students must present a current accommodation plan from a staff member in Services for Students with Disabilities (SSWD) in order to receive accommodations in this course. Services for Students with Disabilities may be contacted by going to Goins 127 or 131 or by phone: 694-6751(Voice/TTY) or 539-7153.

D. Other Policies:

**PHO Class Attendance Policy:**

**Attendance:**
Students must attend 85% percent of the scheduled class meetings to get credit for the course.

**Late Assignments:**
Late assignments will lose 10% for each class session they are late.