

PELLISSIPPI STATE COMMUNITY COLLEGE
MASTER SYLLABUS

**PROFESSIONAL PRACTICES
MDT 2800**

Class Hours: 3.0

Credit Hours: 3.0

Laboratory Hours: 0

Date Revised: Spring 2011

Catalog Course Description:

A study of how media function in the professional world. Interrelation of media disciplines, professional organizations, media ethics and law, intellectual property, subject and client rights, and professional standards are explored. This course is focused on aspiring photographic media professionals with special attention paid to marketing, pricing, business plans and other concerns of freelancers.

Entry Level Standards:

The student must have math, reading, and writing skills at the college-level.

Prerequisites:

consent of program coordinator

Corequisites:

none

Textbook(s) and Other Course Materials:

- ASMP Professional Business Practices in Photography: Seventh Edition (2008)
- Best Business Practices For Photographers, Second Edition, John Harrington

I. Week/Unit/Topic Basis: (Subject to change)

Week	Topic
1	Course overview, Choosing a field
2	Copyright & Intellectual Property
3	Operating a freelance business –SCORE
4	Introduce Business Plans- Company Descriptions
5	1st Amendment Law & Photojournalism
6	Professionalism & getting started (Assisting)
7	Products & services
8	Guest speaker

- 9 Marketing Plans– Research, Economics, SWOT analysis, Competition, Products & services
- 10 Marketing Plans continued
- 11 Wedding and Event Photography
- 12 Startup Expenses & Financial Plans
- 13 Financial Plans & Tax Issues
- 14 Review Marketing & business plans
- 15 Final Project Presentation

II. Course Goals*:

The course will

- A. Discuss how different media relate to one another when covering the same event.
- B. Outline how different media relate to one another when promoting the same product.
- C. Discuss intellectual property laws and understanding of how to adhere to them.
- D. Outline individual personal professional ethics.
- E. Develop a working knowledge of media laws
- F. Outline the elements of and develop a business plan.
- G. Discuss and evaluate personal marketing materials

**Roman numerals after course objectives reference goals of the Photography program.*

III. Expected Student Learning Outcomes*:

Students will be able to:

- 1. Identify and distinguish key role players in media. A, B
- 2. Be familiar with model release and other appropriate business forms. E
- 3. Complete a sample business plan. F
- 4. Give an oral and visual presentation of promotional materials. A, B, G

** Capital letters after Expected Student Learning Outcomes reference the course goals listed above.*

IV. Evaluation:

- A. Testing Procedures: 30% of grade
 - 2 Quizzes– 15% each
- B. Studio/Field/Lab Work: 30% of Grade

Various photography assignments may require additional time in the studio, field and/or lab

C. Final Project: 20% of Grade

Complete a sound business plan

D. Other Evaluation Methods: 20% of Grade

Teamwork and Active Participation

E. Grading Scale:

4.00-3.75=A

3.25-3.74=B+

2.75-3.24=B

2.25-2.74=C+

1.50-2.24=C

0.50-1.49=D

0.00-0.49=F

V. Policies:

A. Attendance Policy:

Pellissippi State expects students to attend all scheduled instructional activities. As a minimum, students in all courses (excluding distance learning courses) must be present for at least 75 percent of their scheduled class and laboratory meetings in order to receive credit for the course. Individual departments/programs/disciplines, with the approval of the vice president of the Learning Division, may have requirements that are more stringent. In very specific circumstances, an appeal of the policy may be addressed to the head of the department in which the course was taken. If further action is warranted, the appeal may be addressed to the vice president of the Learning Division.

B. Academic Dishonesty:

Academic misconduct committed either directly or indirectly by an individual or group is subject to disciplinary action. Prohibited activities include but are not limited to the following practices:

- Cheating, including but not limited to unauthorized assistance from material, people, or devices when taking a test, quiz, or examination; writing papers or reports; solving problems; or completing academic assignments.
- Plagiarism, including but not limited to paraphrasing, summarizing, or directly quoting published or unpublished work of another person, including online or computerized services, without proper documentation of the original source.
- Purchasing or otherwise obtaining prewritten essays, research papers, or materials prepared by another person or agency that sells term papers or other academic materials to be presented as one's own work.
- Taking an exam for another student.
- Providing others with information and/or answers regarding exams, quizzes, homework or other classroom assignments unless explicitly authorized by the instructor.
- Any of the above occurring within the Web or distance learning environment.

C. Accommodations for disabilities:

Students who need accommodations because of a disability, have emergency medical information to share, or need special arrangements in case the building must be evacuated

should inform the instructor immediately, privately after class or in her or his 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, 132, 134, 135, 131 or by phone: 539-7153 or TTY 694-6429. More information is available at www.pstcc.edu/departments/swd/.

D. Other Policies:

- Late assignments will be marked down two letter grades for each week that they are late.
- There is a big difference between getting inspiration from or being influenced by others and stealing their intellectual property. Look at the work of other artists or media professionals for inspiration & reference, but create your own.
- Use of cell phones, text messaging and unauthorized Internet use is prohibited during class. Phones should be turned off or silenced. Violation of this policy may result in ejection from the class and being marked absent. If special circumstances such as emergencies require access to these forms of electronic communication, student must seek prior authorization from the instructor.