

PELLISSIPPI STATE COMMUNITY COLLEGE
MASTER SYLLABUS

PHOTOGRAPHY BUSINESS PRACTICES
PHO 2810

Class Hours: 2.0

Credit Hours: 2.0

Laboratory Hours: 0

Date Revised: Spring 2017

Catalog Course Description

An in-depth overview of the issues faced by professional photographers and photography business owners. Interrelation of media disciplines, professional organizations, media ethics and law, intellectual property, subject & client rights, and professional standards are explored. This class is focused on aspiring photographic media professionals with special attention paid to marketing, pricing, business plans, and other concerns of freelancers.

Prerequisites

Consent of program coordinator

Corequisites

MDT 2998 and PHO 2890

Textbook(s) and Other Course Materials

TBA

Week/Unit/Topic Basis (Subject to change)

Week	Topic
1.	Course overview, Choosing a field
2.	Copyright & Intellectual Property
3.	Introduce Business Plans- Company Descriptions
4.	Professionalism & getting started (Assisting)
5.	Products & services
6.	Marketing Plans– Research, Economics, Competition
7.	Marketing Plans– SWOT analysis,
8.	1st Amendment Law & Photojournalism
9.	Personal Finances
10.	Pricing
11.	Startup Costs
12.	Financial Plans
13.	Tax Issues
14.	Review business plans
15.	Final Project Presentation

Course Goals

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

The course will

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

Expected Student Learning Outcomes

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

The student will

1. Identify and distinguish key role players in media. A, B
2. Demonstrate familiarity with model release and other appropriate business forms. C, D, E
3. Complete a sample business plan. F
4. Create and present promotional materials. A, B, G

Evaluation

Testing Procedures: 30% of grade

- 2 Quizzes– 15% each

Studio/Field/Lab Work: 30% of Grade

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

Final Project: 20% of Grade

- Business Plan-20%

Other Evaluation Methods: 20% of Grade

- Teamwork and Active Participation – 20%

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

Policies

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 Academic Affairs, 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 Academic Affairs.

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.

Please see the Pellissippi State Policies and Procedures Manual, Policy 04:02:00 Academic/Classroom Conduct and Disciplinary Sanctions for the complete policy.

Accommodations for Disabilities

Students that 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 Disability Services (DS) in order to receive accommodations in this course.

[Disability Services](http://www.pstcc.edu/sswd/) (<http://www.pstcc.edu/sswd/>) may be contacted via [Disability Services email](#) or by visiting Alexander 130.