

SAMPLE COURSE OUTLINE

Course Code, Number, and Title:

PHOT 2420: Small Business for Photographers

Course Format:

[Course format may vary by instructor. The typical course format would be:]

Lecture 4 h + Seminar 0 h + Lab 0 h

Credits: 3

Transfer credit: For information, visit bctransferguide.ca

Course Description, Prerequisites, Corequisites:

Using small business fundamentals, students create a photographic business and apply sales and marketing skills to develop pricing and a marketing plan. Students learn techniques to establish a brand and build a professional network and explore the business risks and opportunities created by current industry issues.

Prerequisites: A minimum "C" grade in BUSM 1901 and MATH 1120.

Corequisites: PHOT 2305, 2310 and 2320

Registration in this course is restricted to students admitted to the Diploma in Professional Photography Program.

Learning Outcomes:

Upon successful completion of this course, students will be able to:

- create quotes, estimates and pricelists
- apply sales techniques to photographic products and services
- evaluate business trends to identify risks and opportunities
- complete the steps necessary to start their own business, such as name and tax registrations and creating business a bank account

Instructor(s): TBA

Office: TBA

Phone: 604 323 XXXX

Email: TBA

Office Hours: TBA

Textbook and Course Materials:

[Textbook selection may vary by instructor. An example of texts and course materials for this course might be:]

Harrington, J. "Best Business Practices for Photographers". USA. 2007.

Note: This course may use an electronic (online) instructional resource that is located outside of Canada for mandatory graded class work. You may be required to enter personal information, such as your name and email address, to log in to this resource. This means that your personal information could be stored on servers located outside of Canada and may be accessed by U.S. authorities, subject to federal laws. Where possible, you may log in with an email pseudonym as long as you provide the pseudonym to me so I can identify you when reviewing your class work.

Assessments and Weighting:**Final Exam %****Other Assessments %**

(An example of other assessments might be:) %

Midterm Exam: 10%

Quizzes/Tests: 10%

Assignments: 60%

Project: 20%

Proportion of individual and group work:

Individual: 80%

Group: 20%

Grading System: Letter grade

Specific grading schemes will be detailed in each course section outline.

Passing grade: C

No final exam

Topics Covered:

[Topics covered may vary by instructor. An example of topics covered might be:]

- Steps to create a small business.
- Creation of products, or a list of services, for your business.
- Licensing and usage.
- Pricing products and services. Creating pricelists, quoting, estimating, and day rates.
- Request for Proposals (RFP) and Request for Quotes (RFQ).
- Responding to potential clients.

This generic outline is for planning purposes only.

- Sales techniques, cash flow planning, payment collection.
- Panel discussion: Quote for a real world job based on actual industry rates – Personal use client (wedding or portraiture).
- Panel discussion: Quote for a real world job based on actual industry rates – Commercial client.
- Trends and issues in the photographic industry.
- Brand development and marketing strategy (web and social media).
- Identify industry associations including non-photographic industries.
- SWOT analysis of your business.
- Refining your business model, products and pricelists.

As a student at Langara, you are responsible for familiarizing yourself and complying with the following policies:

College Policies:

[E1003 - Student Code of Conduct](#)

[F1004 - Code of Academic Conduct](#)

[E2008 - Academic Standing - Academic Probation and Academic Suspension](#)

[E2006 - Appeal of Final Grade](#)

[F1002 - Concerns about Instruction](#)

[E2011 - Withdrawal from Courses](#)

Departmental/Course Policies:

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