

**Collin College - Continuing Education  
COURSE SYLLABUS**

<b>COURSE INFORMATION</b>
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**Course Number:** PHOT 6840

**Course Title:** Building a Photography Business

**Course Description:** This course provides a comprehensive understanding of owning and running a photography business, understanding pricing, copyright, as well as marketing your work. Whether a street photographer or commercial photographer you will find this course quite informative.

**Suggested Course Prerequisite(s):** Microsoft Windows and the ability to type at least 20 wpm.

**Course Resources:** Textbook(s):  
Professional Business Practices in Photography  
Allworth Press  
ISBN: 1-58115-497-9

**Student Learning Outcomes:**

1. Create a business plan/understanding licensing
2. Have an understanding of writing an estimate and contract
3. Understanding how to copyright material, before and after the work goes to print
4. Knowledge of pricing, marketing and negotiating.
5. Create a sales strategy.

**Certification Notes:** N/A

**Next course recommendation:** N/A

**Lesson Plan – by week or session:**

**Session 1:** Business Goals (having a plan). Budgeting in today's economy to achieve success.

**Session 2:** Pricing/Copyright/Stock photography/review student budgets.

**Session 3:** Presenting an estimate/writing the contract/model releases.

**Session 4:** Discuss estimates/review contracts, estimates written by students.

**Session 5:** Marketing your photography/looking at professional organizations/website options.

**Session 6:** Reviewing students marketing strategies, overall review and discussions.

**Course Sessions:** Listed are guidelines to indicate all topics that will be covered during your course. Do not plan your personal calendar based on these sessions. Your instructor will give you a calendar for your class that will indicate specific topics, assignments, and days.

**Method of Evaluation:** Unless otherwise stated, course completion is evaluated on the basis of attendance.

Students must be in attendance 90% of the class time in order to be considered a successful completer of the course.

Students must be in attendance 90% of each course in a certificate series for successful completion and to earn a certificate as specified.

Students must complete all courses (core and no. of elective courses needed) to complete a certificate series within two years from start date of the first course taken.

**Refund Policy:** Please refer to [www.collin.edu/ce/inforegistrar.html](http://www.collin.edu/ce/inforegistrar.html) for our refund policy. No refunds after the start time of the first class.

**Americans with Disabilities Act:**

Collin College will adhere to all applicable federal, state and local laws, regulations and guidelines with respect to providing reasonable accommodations as required to afford equal opportunity. It is the student's responsibility to contact the ACCESS office, SCC-D140 or 972.881.5898 (V/TTD: 972.881.5950) to arrange for appropriate accommodations. See the current Collin Student Handbook for additional information.