



## PHOTO BUSINESS PREPARATION — PHOT 1680

### A. Course Description

- **Credits:** 2.00
- **Lecture Hours/Week:** 1.00
- **Lab Hours/Week:** 1.00
- **OJT Hours/Week:** 0
- **Prerequisites:** None
- **Corequisites:** None
- **MnTC Goals:** None

Course Description: Successful photographers have a set of skills that include time management, organization, marketing, professional ethics, accounting and general business policies. These are the topics covered in this courses all while building a indepth business plan customized to your ideas. The purpose is to prepare the individual for all the aspects of the business side of this industry. Whether the photographer or technician works for themselves as an entrepreneur or is employed by a photography company this knowledge will be beneficial to their success. Prerequisites: PHOT 1050, PHOT 1420

### B. Course Effective Dates: 8/21/17 – Present

### C. Outline of Major Content Areas

As noted on course syllabus

### D. Learning Outcomes

1. apply for sales and use tax permit
2. attend local professional photographers meetings
3. create a draft of marketing materials
4. discuss basic accounting and tax issues
5. discuss business entity options
6. discuss pricing strategies
7. discuss product and service options
8. discuss the role of outside services in the photography business
9. discuss the role of portfolio as a marketing tool
10. draft a business plan
11. explain the role of insurance as it relates to photography
12. explain when sales tax is needed and when it is not

13. identify sources for equipment and supplies
14. identify sources for products and services
15. present business plan/ideas/examples
16. research benefits of incorporation
17. research business naming strategies and options
18. research competition
19. research pricing strategies
20. research state of MN business guidelines
21. research usage rights, publication rights, and copyright

**E. Minnesota Transfer Curriculum Goal Area(s) and Competencies**

**F. Learner Outcomes Assessment**

As noted on course syllabus

**G. Special Information**

None noted