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.

Course Objectives:
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

Textbook(s):
Professional Business Practices in Photography
Allworth Press

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.