Course Title: Marketing Your Art

Course Description:
Marketing your arts and crafts is different from marketing in most other enterprises. Learn how to sell yourself and your creations. Find the best venue that fits your product and personality: websites, art shows, galleries, craft parties, even retail stores. Learn how to approach a gallery, how to create a portfolio, design an effective logo and company name.

Course Objectives:
1. Visualize your art business
2. Learn to present your artwork
3. Promote, market and sell
4. Make a presentation
5. Discuss the selling process
6. Demonstrate selling techniques

Lesson Plan – by week or session
Session 1: Visualizing Your Art Business
Session 2: Presenting Your Artwork
Session 3: Promoting, Marketing and Selling
Session 4: Presentations

Course Sessions: listed are a guideline 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.

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-G200 or 972.881.5898 (V/TTD: 972.881.5950) to arrange for appropriate accommodations. See the current Collin Student Handbook for additional information.
http://www.collin.edu/studentresources/personal/studenthandbook.aspx