

SAULT COLLEGE OF APPLIED ARTS AND TECHNOLOGY

SAULT STE. MARIE, ONTARIO



COURSE OUTLINE

COURSE TITLE: Professional Practice and Personal Selling

CODE NO. : PHT403 **SEMESTER:** 4

PROGRAM: Digital Photography & Imaging

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DATE: January 2015 **PREVIOUS OUTLINE DATED:** January 2014

APPROVED: "Colin Kirkwood" Dec. 19/14

DEAN

DATE

TOTAL CREDITS:

PREREQUISITE(S):

HOURS/WEEK: 3

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- I. **COURSE DESCRIPTION:** This course will build upon and review the material and information from Business I (PHT202). The course will teach the student the proper practices - both practical theoretical - in operating a successful photography studio. It will examine the two business models of photography and weigh the options of each as well as teach the students to identify their unique voice and brand that will be marketed to the client. It will examine negotiating techniques and examine case studies of real life situations encountered by photographers as well as creating the client experience in order not to become a commodity in the business.

II. **LEARNING OUTCOMES AND ELEMENTS OF THE PERFORMANCE:**

Upon successful completion of this course, the student will demonstrate the ability to:

1. **Identify their personal brand of photography and communicate that to clients**

Potential Elements of the Performance:

- create a brand
- identify successful brands and what makes them so
- create a professional promotional piece
- identify their clients
- which make the best clients
- examining ROI

2. **Create a contract for their business**

Potential Elements of the Performance:

- what must be in a contract to protect their interests
- why contracts are necessary
- terminology necessary to photography contracts
- explaining to a client why a contract is necessary

3. **Successfully negotiate with commercial clients**

Potential Elements of the Performance:

- Identifying what is a troublesome client
- identifying the commercial client's budget
- when to "fire" a client
- Receiving adequate compensation for concessions

4. **Successfully marketing their business**

Potential Elements of the Performance:

- develop a marketing plan

- identify the elements of a successful marketing plan
- what a marketing plan is and is not
- using the marketing plan to develop a selling strategy

5. **Work with clients to achieve their photographic needs and visions**

Potential Elements of the Performance:

- proper telephone technique
- tracking phone calls
- develop a series of questions to ask the potential client to identify them as a their clients
- properly qualifying the client

6. **Deliver professional customer service**

Potential Elements of the Performance:

- identify elements of exceptional customer service
- what is the hallmark of customer service
- develop new customer service techniques
- incorporating customer service techniques in their business
- handle customer complaints

7. **Develop Proper & Competitive Prices**

Potential Elements of the Performance:

- develop perceived value in their work
- value added practices
- how to present prices to clients
- negotiating pricing techniques
- developing a price quote for jobs

8. **Develop self confidence in presenting their work**

Potential Elements of the Performance:

- present a professional portfolio and justify their work
- be able to cold call clients
- the ability to explain the advantages in why they should be hired
- how to work a sales meeting

9. **Understanding photography beyond the physical techniques**

Potential Elements of the Performance:

- knowing the elements of selling techniques
- growth as an artist and it's importance
- establishing relationships with clients beyond photography

10. **Understanding government regulations as they pertain to today's photographer**

Potential Elements of the Performance:

- understanding copyright as it pertains to today's photographer
- understanding the Privacy Act

- develop their own privacy policy
- how to collect personal information from clients ethically
- explaining the need for these policies, both copyright and privacy, to clients

11. **Network with potential clients in order to turn them into clients**

Potential Elements of the Performance:

- effective networking techniques
- using social settings as networking opportunities
- indentifying potential networking opportunities and exploiting them to gain business contacts

12. **The importance of photographic associations and which are best for them**

Potential Elements of the Performance:

- the major photographic associations operating in North America
- what each one has to offer and what advantage they would be to a photographer
- techniques for making the most of a photographic association membership
- volunteering with the associations to grow the industry

13. **Business acumen and inter-personal skills**

Potential Elements of the Performance:

- Be able to confidently present their work to a client and communicate with them in a business like manner

14. **Understanding of the business of photography**

Potential Elements of the Performance:

- Knowing that there is more to photography than taking pictures
- Creating prices that will result in better profitability and therefore a successful business
- Understanding the necessary elements to a successful photography business

III. TOPICS:

1. Contracts and how they relate to a successful business
2. Template websites for photographers
3. The privacy act and how it applies to photographers
4. Branding and developing your photographic brand
5. Networking and marketing strategies
6. Portfolio presentation techniques and materials
8. Client meetings and presentations
9. Development of a marketing plan
10. Creating the client experience and extending photography beyond the

commodity

11. Effective Customer Service Techniques
12. Client Negotiation Techniques
13. Writing an effective press release
14. Usage fees for photography and how to establish them
15. Identifying photographic associations and which is best for the photographer

IV. REQUIRED RESOURCES/TEXTS/MATERIALS:

All students will be required to use tools and materials specified in the equipment list. In addition students should expect to purchase consumable supplies such as printing paper, mat board, cover stock, etc.

V. EVALUATION PROCESS/GRADING SYSTEM:

Assignments will be weighted equally and will constitute 100% of the student's final grade. An assignment that is missing or below a minimum standard of a D, is equivalent to not meeting course objectives which results in an "F" (fail) grade for the course.

Attendance:

Attendance will be taken at the beginning & the end of each class. Students not present for both roll calls will be considered absent.

Significant learning takes place in the classroom setting through an interactive learning approach; therefore students are expected to attend all classes. Attendance is mandatory for this course to ensure the course requirements and objectives are met. After 3 absences, 10% per class missed will be deducted from the final grade for this course. Ex: 3 weeks late = 30% deduction from final grade.

Late assignments and resubmissions will only be accepted up until two weeks before the final day of this class.

The following semester grades will be assigned to students:

Grade	<u>Definition</u>	<i>Grade Point Equivalent</i>
A+	90 – 100%	4.00
A	80 – 89%	
B	70 - 79%	3.00
C	60 - 69%	2.00
D	50 – 59%	1.00
F (Fail)	49% and below	0.00
CR (Credit)	Credit for diploma requirements has been awarded.	
S	Satisfactory achievement in field /clinical	

U	placement or non-graded subject area. Unsatisfactory achievement in field/clinical placement or non-graded subject area.
X	A temporary grade limited to situations with extenuating circumstances giving a student additional time to complete the requirements for a course.
NR	Grade not reported to Registrar's office.
W	Student has withdrawn from the course without academic penalty.

VI. SPECIAL NOTES:

Attendance:

Attendance will be taken at the beginning & the end of each class. Students not present for both roll calls will be considered absent.

Significant learning takes place in the classroom setting through an interactive learning approach; therefore students are expected to attend all classes. Attendance is mandatory for this course to ensure the course requirements and objectives are met. After 3 absences, 10% per class missed will be deducted from the final grade for this course.

It is the departmental policy that once the classroom door has been closed, the learning process has begun. Late arrivers will not be granted admission to the room.

VII. COURSE OUTLINE ADDENDUM:

The provisions contained in the addendum located on the portal form part of this course outline.

Deductions – Lates and fails

Lates:

An assignment is considered late if it is not submitted at the time and date specified by the instructor.

A late assignment will be penalized by a 20% initial late deduction and 10% for each additional week the assignment is late. The total late penalty will be deducted from the final grade. Ex: 3 weeks late = 30% deduction from final grade.

Late assignments and resubmissions will be accepted up until two weeks before the final day of class.

Fail:

A fail grade (F) is assessed to an assignment, which has not been executed to a minimum satisfactory "D" grade level or in which the directions have not been followed correctly.

A failed assignment must be entirely redone or corrected according to the instructor's specific instructions and resubmitted within one week.

Maximum grade for a failed assignment is "C".

Resubmission Policy:

Any assignment completed during this course may be submitted for re-evaluation if the following criteria are met by the student:

- An assignment that was initially submitted past the initial assigned deadline will not be eligible for resubmission
- An assignment that initially achieved a fail grade must be resubmitted to achieve minimum project standards and will receive a maximum C grade as indicated under the Lates and Fails section in this outline.
- The resubmitted project must be accompanied by the original project and the original evaluation sheet (with written indication of grade breakdown) provided by the instructor.
- Assignments may be resubmitted at any time during the semester. The final date for last resubmissions will be announced by the professor during class and usually are no later than two weeks prior to the end of this class.
- Resubmitted assignments must identify the project and class, and be clearly marked "RESUBMISSION" when submitted.
- It must be understood that resubmitted assignments are usually marked with greater scrutiny than first submissions to take into consideration the learning experiences, practice and longer timeframe available.
- When comparing the original submission grade the student will receive benefit of the higher grade.