

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

AUTHOR: Brian Tremblay

DATE: Oct 2016 **PREVIOUS OUTLINE DATED:** January 2016

APPROVED:

	<u>Sherri Smith</u> CHAIR	<u>October 2016</u> DATE
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TOTAL CREDITS: 3

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. **The graduate has reliably demonstrated the ability to develop strategies to maintain currency with evolving photography trends, issues, technologies and industry practices to enhance work performance and guide professional development.**

Potential Elements of the Performance:

- Apply knowledge of art history, history of photography, and great photographic works to enhance one's own artistic approach
- Evaluate photographic images for artistic and technical quality
- Solicit and identify resources and opportunities to pursue ongoing professional development activities (e.g., seminars/conferences, continuing education courses, certifications, trade shows)
- Seek out opportunities to gain additional experience in specialized fields of the photography industry (e.g., commercial, fashion, weddings, photojournalism)
- Solicit feedback on one's work from peers, clients and industry professionals
- Compare one's own works to that of others in order to uncover areas for improvement
- Network with other photography professionals using social media, forums and blogs
- Create and maintain an ongoing professional development plan and portfolio
- Identify the role of associations or organizations that promote or advocate for the photography industry

2. **The graduate has reliably demonstrated the ability to complete all work in a professional and ethical manner and in accordance with legal requirements applicable to the photography industry.**

Potential Elements of the Performance:

- Apply knowledge of all relevant legislation pertaining to copyright, property

trespass and business practices (e.g., Copyright Modernization Act, 2012, Trespass to Property Act, 1990, Consumer Protection Act, 2002)

- Respect and protect the right to privacy of clients as well as subjects used in photographs
- Establish protocols to inform clients and protect their rights as well as those of photographers in the use or sale of images produced for the client and for publication purposes
- Prepare contracts for use with clients and releases related to subjects to be photographed (e.g., models, property, art)
- Resolve issues related to professional and ethical conduct as well as the acquisition, use, distribution and/or publication of photographic images
- Adhere to the ethical guidelines set forth by the Canadian Association of Journalists as they apply to the use of photography for photojournalism purposes
 - 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. The graduate has reliably demonstrated the ability to use business planning and administrative skills to support and maintain a photography business.

Potential Elements of the Performance:

- Assess and anticipate market needs in order to offer and promote relevant products and services
- Communicate with clients to determine needs, establish goals, benchmarks and deadlines for delivery of work, provide status updates and obtain and respond to feedback on client satisfaction
- Determine the resources required and establish sufficient timelines and budgets to obtain them for each step of the assignment
- Establish and maintain a contact log of clients, suppliers and additional resource contacts
- Complete work in a timely fashion and meet established milestones and deadlines
- Select and use appropriate tools and techniques as well as business principles to plan, manage and track tasks and workflow from initial concept and execution to final production and delivery of work, and fulfilment of contract
- Obtain and use information on insurance and liability matters as they relate to the operation of a business
- Outline a basic business plan which includes cost and profit projections (e.g., startup and recurrent costs, equipment renewal and depreciation, printing costs, profit margins for various services, etc.)
- Plan an approach to access potential funding and revenue sources (e.g., bank or lending institutions, short-, medium- and long-term financing, etc.)

- Identifying what is a troublesome client

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

4. **The graduate has reliably demonstrated the ability to use a variety of marketing tools and strategies that effectively promote photographic products and services.**

Potential Elements of the Performance:

- Define a marketing strategy and outline a plan to promote photographic products and services
- Develop and define a branding concept to create a unique business identity
- Research established business competitors, their services and products, their target markets and clientele
- Devise competitive pricing structures and rates for services and products that lead to profitability
- Select and use appropriate marketing tools and techniques to target specific audiences and markets
- Use social media and the Web to promote photographic services and network with other professionals and clients (e.g., professional Web page, social media, blogs, forums, etc.)
- Consider design, colour and typography theory and principles in the production of professional promotional materials (e.g., business cards, displays, Web page)

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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

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 placement or non-graded subject area.	
U	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:

If a faculty member determines that a student is at risk of not being academically successful, the faculty member may confidentially provide that student's name to Student Services in an effort to help with the student's success. Students wishing to restrict the sharing of such information should make their wishes known to the coordinator or faculty member

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.

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.
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VII. COURSE OUTLINE ADDENDUM:

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