

PHOT A266: MARKETING AND SELF PROMOTION 1

Item	Value
Curriculum Committee Approval Date	10/21/2020
Top Code	101200 - Applied Photography
Units	1 Total Units
Hours	54 Total Hours (Lab Hours 54)
Total Outside of Class Hours	0
Course Credit Status	Credit: Degree Applicable (D)
Material Fee	No
Basic Skills	Not Basic Skills (N)
Repeatable	No
Grading Policy	Standard Letter (S)

Course Description

Faculty directed in-depth study of a specific area of photographic marketing and self-promotion. Topic(s) and faculty chosen by the student. Instruction is offered at intermediate and intermediate/advanced levels. Recommended for photography majors. Counts toward '200' level elective course requirement. PREREQUISITE: PHOT A180. Lab/Arranged Lab. Transfer Credit: CSU.

Course Level Student Learning Outcome(s)

1. Demonstrate ability to create a well planned and appropriate marketing plan to promote the student's photography portfolio.
2. Demonstrate ability to create identity and branding for business as part of marketing plan.
3. Demonstrate understanding of the nature of a successful website for promotion and marketing.

Course Objectives

- 1. Prepare a photography marketing and self-promotion plan.
- 2. Demonstrate an understanding of marketing and promotion through a well written marketing plan.
- 3. Prepare for interviews with prospective employers.
- 4. Prepare business identity including business name, logo, business card, and simple website.

Lecture Content

See Lab Content

Lab Content

1. Review of individual students current portfolio and marketing and self-promotion goals. Topic(s) and projects are determined by student in consultation with the instructor, according to their specific needs. 2. Determination of content of portfolio to be worked on during semester, to achieve marketing goals. 3. Weekly mini-marketing projects to be completed for review with instructor. 4. Weekly student/instructor conferences providing on-going critique and advice during semester. 5. Review and critique of completed portfolio and marketing plan by guiding instructor and at least one other member of OCC photography faculty.

Method(s) of Instruction

- Lab (04)
- DE Live Online Lab (04S)
- DE Online Lab (04X)

Instructional Techniques

1. Individual and small group meetings with instructor. 2. Discussion and critique of work in progress. 3. Assigned reading as appropriate. 4. Evaluation and critique of final project.

Reading Assignments

Assigned reading as appropriate to individual project.

Writing Assignments

The student will write a detailed marketing plan.

Out-of-class Assignments

Students will produce a body of photographic imagery and develop a marketing and self promotion plan, which will communicate visually using technical skills and conceptual and aesthetic ideas developed through the course.

Demonstration of Critical Thinking

Students will demonstrate critical thinking skills with the production of photographic imagery, and a marketing and self promotion plan.

Required Writing, Problem Solving, Skills Demonstration

Students will demonstrate skills with the process of producing photographic imagery for marketing, and by developing a marketing and self promotion plan, which will communicate and showcase technical skills, conceptual, and aesthetic style.

Eligible Disciplines

Photographic technology/commercial photography: Any bachelors degree and two years of professional experience, or any associate degree and six years of professional experience. Photography: Masters degree in photography, fine arts, or art OR bachelors degree in any of the above AND masters degree in art history or humanities OR the equivalent. Masters degree required.