

Common Course Outline

PHTO 230

Business of Photography

3 Semester Hours

The Community College of Baltimore County

Description

Business of Photography

This course is designed for photography students who expect to complete a photography degree in the near future. As an upper level course, the course is designed to guide students in the preparation of a complete business plan for a photographic segment of the profession. Students will practice writing business letters, constructing inventory data bases and use of spreadsheets as applied to a financial framework of anticipated sales. Thus, the PC microcomputer and software used in CINS 101 (or a similar Macintosh operating system) will be the basis of the weekly course activities. Additionally, use of the Internet for photography related web sites will be explored. At the conclusion of the course, each student will submit a comprehensive photography business plan that is at least 25 typewritten pages. This plan contains all of the necessary components for obtaining a loan from a bank, the start-up cost of the business, the anticipated revenue generated each month for the first three years of business with financial loss/gain statements.

3 credits: 3 lecture/computer lab hours/week; use of the computer "open lab" for additional work.

Prerequisite: CINS 101, ENGL 101, MATH 111, PHTO 201, or consent of the Program Director.

Overall Course Objectives

Upon successful completion of the course the student should be able to use Internet search engines, locate photography based web sites and produce:

- a. professional business letters;
- b. spreadsheets;
- c. data bases;
- d. a multi-page business report by setting self imposed deadlines for the completion of a comprehensive business plan.

Major Topics

Using each of the prerequisite course skills of: microcomputer hardware and software, writing, mathematics, B&W and color photography, produce individual documents that are specifically related to a photography business. The final project is a student selected photography business in which all of the necessary attributes for a business plan are met.

Course Requirements

Short-term projects are:

1. writing business letters using “accepted” type styles and format;
2. creating an advertising plan;
3. creating a marketing plan;
4. creating a spreadsheet for photography supplies, etc.;
5. creating databases for customers, equipment inventory, and photography products.

The final project is one that is specific for a selected photography business. Each of the items listed above are reproduced for the business plan and are included in the final project:

1. case studies for the type of customers who will be purchasing products/services offered by the business by their purchasing profiles (cost spent versus product/service selected;)
2. location of the business;
3. demographics of the anticipated customers;
4. determination of initial startup costs;
5. determination of monthly expenses and cash flow;
6. anticipated business growth over a three-year period of time;
7. determination of expenses versus profits and establishment of salaries for employees.

The ability to analyze a complex set of problems and write a logical final paper that covers each of the tasks listed above will result in the conclusion of the course.

Other Course Information

PHTO 230 is a required course for the Photography degree. This course is taught in a microcomputer lab and is offered in the Fall semester once each year.