

# PHOT A267: MARKETING AND SELF PROMOTION 2

Item	Value
Curriculum Committee Approval Date	02/13/2013
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
Open Entry/Open Exit	No
Grading Policy	Standard Letter (S)

## Course Description

Faculty directed, in depth study of the implementation and application of a created marketing and self-promotion plan. Topic(s) and faculty chosen by the student and will include, but not be limited to, branding and identity, logo design, websites, and Internet marketing. Instruction is offered at advanced levels. Recommended for photography majors. Counts toward '200' level elective course requirement. PREREQUISITE: PHOT A266. Transfer Credit: CSU.

## Course Level Student Learning Outcome(s)

1. Demonstrate the ability to create a well planned, in depth marketing plan, including both print and web based marketing to promote the student's photography portfolio.
2. Demonstrate ability to create identity and branding in both a web based interface such as social media, and print based marketing for business as part of marketing plan.
3. Create a successful website for promotion and marketing, addressing all aspects of branding, logo, and identity.

## Course Objectives

- 1. Prepare a photography marketing and self-promotion plan including web based and print marketing.
- 2. Demonstrate an understanding of marketing and promotion through a well written marketing plan.
- 3. Implementation of created marketing plan and discussion about successes and areas of improvement.
- 4. Prepare for interviews with prospective employers, clients, and galleries.
- 5. Prepare identity including business name, logo, business card, and functioning website.
- 6. Submit a written statement of the role internet based marketing will play in the marketing plan.
- 7. Create research project on current marketing and promotion trends, and how they impact photography.

## Lecture Content

See Lab Content

## Lab Content

1. Review of individual student s current marketing and self-promotion plan. 2. Determination of content of marketing portfolio, of branding, including website, logo, color profile, business card, and identity to be worked on during semester, to achieve specific marketing goals. 3. Weekly marketing, branding and promotion projects to be completed for review with instructor. 4. In depth discussion and research on print versus internet marketing. 5. In depth examination into changes in advertising, marketing, and how society views photography. 6. Discussion on influence of internet and social media sites on branding and promotion. 7. Weekly student/instructor conferences providing on-going critique and advice during semester. 8. 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

Submit a written statement of the role internet based marketing will play in the marketing plan.

## Out-of-class Assignments

Weekly marketing, branding and promotion projects to be completed for review with instructor. In depth research on print versus internet marketing. In depth examination into changes in advertising, marketing, and how society views photography. Research the influence of internet and social media sites on branding and promotion.

## Demonstration of Critical Thinking

Students will demonstrate critical thinking skills with the production of photographic imagery, refine and apply a marketing and self promotion plan, and demonstrate a knowledge of the importance Web based marketing

## Required Writing, Problem Solving, Skills Demonstration

Demonstrate the ability to create a well planned, in depth marketing plan, including both print and web based marketing to promote the student s photography portfolio.