PH 3150 - PROFESSIONAL PRACTICES: MARKETING

Credits: 3

This studio course prepares students with critical knowledge and practical strategies as they begin to identify their brand and work towards a targeted profession in the field of photography, video, or media arts. The central elements of these efforts are the processes of portfolio synthesis and the use of web-based media platforms supplemented by personal interactions with the organizations where marketing and photography professionals interact. This course will guide students through a variety of marketing stages including the development of a professional website using templates, targeted social media, effective marketing collateral, and branding. Upon successful completion of this course, students will have created and presented a brand identity package including business cards, a professional website, utilized multiple social media methods, and involved themselves in client-based professional organizations.

Prerequisites: Completion of 90+ credit hours

Corequisites: PH 3000 Junior Portfolio Review

Notes: The textbook ASMP Professional Business Practices in Photography is also used in PH4100.

Course Learning Outcomes:	Exceeding	Meeting	Developing	Not meeting	Program Outcomes	Institutional Outcomes
Create a business brand and image.	Student has produced a meaningful professional business brand and image.	Student has created a business brand and image.	Student has shown a developing business brand and image.	Student has not created a business brand and image.	PH1, PH2, PH3, PH4	Design Competence, Communication Competence, Critical Thinking, Cultural Competence
Evaluate and research potential business markets to create a career development path.	Students work synthesizes the ability to evaluate and research potential business markets to create a career development path.	Students work shows the ability to evaluate and research potential business markets to create a career development path.	Students work implies a developing ability to evaluate and research potential business markets to create a career development path.	Students work fails to show the ability to evaluate and research potential business markets to create a career development path.	PH3, PH4, PH5, PH6	Communication Competence, Critical Thinking, Cultural Competence
Create collateral material that reinforces an established brand identity.	Student's work synthesizes the ability to create professional quality collateral material that reinforces an established brand identity.	Student's work demonstrates the ability to create collateral material that reinforces an established brand identity.	Student's work implies the developing ability to create collateral material that reinforces an established brand identity.	Student's work does not demonstrate the ability to create collateral material that reinforces an established brand identity.	PH1, PH2, PH3, PH4	Design Competence, Communication Competence, Critical Thinking, Cultural Competence
Develop an online and social media strategy that effectively markets each student's business to a target audience.	Student has created a professional online and social media strategy that effectively markets their business to a target audience.	Student has developed an online and social media strategy that effectively markets their business to a target audience.	Student has implied a developing online and social media strategy that effectively markets their business to a target audience.	Student has not developed an online and social media strategy that effectively markets their business to a target audience.	PH1, PH2, PH3, PH4,	Design Competence, Communication Competence, Critical Thinking, Cultural Competence
Demonstrate business professionalism through a portfolio presentation.	Student articulates and applies business professionalism through a professional portfolio presentation.	Student demonstrate business professionalism through a portfolio presentation.	Student implies a developing sense of business professionalism through a portfolio presentation.	Student failes to demonstrate business professionalism through a portfolio presentation.	PH3, PH4, PH5, PH6	Communication Competence, Critical Thinking, Cultural Competence