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, through instructional processes and photographic project assignments, guide students through the stages of website development using templates, social media, direct marketing, effective marketing strategies, business branding, and a universal comprehension of the business of photography. Upon successful completion of this course, students will have created recent photographic work; 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

Notes: e.g. New Course in 2020-21 Curriculum

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 in client relationships.	Student's work showcases exceptional business professionalism in client relationships.	Student's work demonstrates business professionalism in client relationships.	Student's work infers a developing business professionalism in client relationships.	Student's work fails to demonstrate business professionalism in client relationships.	PH3, PH4, PH5, PH6	Communication Competence, Critical Thinking, Cultural Competence