

STUDIO7

School of Photography & Design

pty (Ltd) 714804358

BUSINESS MGMT & MARKETING COURSE CONTENT 2015

In this course, you will learn how to effectively manage a Photographic Studio and or Graphic Design business. You will also learn how to effectively market yourself as a freelance Photographer or Graphic Designer and how to effectively market your Photographic or Design business.

TERM 3

WEDNESDAYS 9AM - 12PM

Introduction To Business Management / Introduction To Marketing / Vision Discussion / A Service Or Product Based Model / Creating A Marketing Plan / The Power Of A Portfolio / The Key To Integrated Marketing Success 1 & 2 / Treating Your Occupation As A Job / Meeting Is Surely Marketing / The Audience & Addressable Market / The Official Business Plan / The Online Marketing Funnel / Conversions & Leads / SWOT Analysis / The Website Gets The Job / Location, A Perfect "Looker" / Expert's Opinions Builds One A Solid Business Structure / Business Entities And Gear / Build Your SEO / Befriend Social Media / Setting Rates And Overcome The Booking Issue / Good Workflow Equals Great Service / Incorporating Existing Products / Guarding Your Cash Flow / Opportunity & Business Cost / Play It Safe With The Law / Taxes And Insurance / Hiring An Agent / The Marketing Footprint And Advisory Group

“

THE CRUTIAL INGREDIENT IS TO GET UP
AND DO **SOMETHING** - SIMPLE AS THAT!

...THE TRUE ENTREPRENEUR IS A DOER,
NOT A **DREAMER!**

- NOLAN BUSHNELL ”