

STUDIO7

School of Photography & Design

(Pty) Ltd 714804358

BUSINESS MANAGEMENT & MARKETING

COURSE CONTENT 2015

INCLUDED WITH PHOTOGRAPHY AND OR GRAPHIC DESIGN

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-11AM: BUSINESS MANAGEMENT

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 And Addressable Market, The Official Business Plan, The Online Marketing Funnel, Conversions And 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 And Business Cost, Play It Safe With The Law, Taxes And Insurance, Hiring An Agent, The Marketing Footprint And Advisory Group.

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

...THE TRUE ENTREPRENEUR IS A DOER,
AND A **DREAMER!**

- NOLAN BUSHNELL ”

(PLEASE NOTE: The Business Management and Marketing course is included with our full time day classes only. Our night classes are not inclusive of this course.)