

BUSINESS MANAGEMENT & MARKETING

COURSE CONTENT & CURRICULUM 2016

[INCLUDED WITH PHOTOGRAPHY AND/OR GRAPHIC DESIGN]

In this course students will learn how to effectively manage a photographic and/or graphic design business, as well as how to successfully advertise, market, and promote their services and skills.

TERM 3

[WED 09:00 - 11:00] BUSINESS MANAGEMENT & MARKETING

[1] Introduction to business management [2] Introduction to marketing [3] Vision discussion [4] A service or product based model [5] Creating a marketing plan [6] The power of a portfolio [7] The key to integrated marketing success [8] Treating your occupation as a job [9] Meeting is surely marketing [10] The audience and addressable market [11] The official business plan [12] The online marketing funnel [13] Conversions and leads [14] SWOT analysis [15] The website gets the job [16] Business location: The perfect "looker" [17] How expert's opinions build a solid business structure [18] Business entities and gear [19] Build your SEO [20] Be-friend social media [21] Setting rates and overcome the booking issue [22] Good workflow equals great service [23] Incorporating existing products [24] Guarding your cash flow [25] Opportunity and business costs [26] Play it safe with the law [27] Taxes and insurance [28] Hiring an agent [29] The marketing footprint and advisory group.



THE CRUCIAL INGREDIENT?

...to get up and do something...

"Your work is going to fill a large part of your life, and the only way to be truly satisfied is to do what you believe is great work. And the only way to do great work is to love what you do. If you haven't found it yet, keep looking. Don't settle. As with all matters of the heart, you'll know when you find it."

because the
true entrepreneur is both a
DREAMER & DOER

[QUOTES BY STEVE JOBS AND NOLAN BUSHNELL]

[PLEASE NOTE] This business management and marketing course is included with all of our full-time day classes. Unfortunately none of our night classes are inclusive of this course.