Business Essentials for Photographer Certificate Program

San Jacinto College has established a program designed to give participants a solid foundation in the concepts, tools, and techniques required for becoming a self-employed professional photographer. San Jacinto College’s comprehensive certificate program is geared toward new and emerging photography studios and photographers who are seeking guidance in essential business and marketing skills. You will work on business and financial aspects of setting up a photography studio, financial and legal requirements for starting a photography business, personal skills and attributes needed for succeeding as a professional, hiring helpers/employees, pricing for profitability, and building a business image.

Length: 88 hours  Location: South Campus Room: TBD
CEUs: 8.8  Dates Sept 23rd – Dec 11th (Monday & Wednesday)
Cost: $700  Time: 6pm – 10pm

WHO SHOULD ATTEND
This class is designed to give photographers wanting a business in photography the tools needed to be successful.

TOPICS COVERED
The course will cover
- Goals needed to start a photography business and taking that first leap as a business owner
- Developing the initial business plan and legal requirements for starting a photography business
- Determining the types of photography businesses
- Factoring startup costs
- Discuss hidden costs and the potential money traps associated with them
- Selecting startup vendors
- When to negotiate
- Discuss family and the issues that can arise

LEARNING OUTCOMES
Upon successful completion of this program, participants will be able to:
- Formulate a basic business goal to startup a photography business that meets his or her needs
- Distinguish between required and optional legal requirements
- Determine what type of photography business he or she wants to start and if they will specialize in a particular industry
- Formulate a strategic plan for startup cost and unforeseen cost
- Formulate and begin writing the initial business plan for a photography company
- Understand the risks involved in starting a photography business
- Identify the importance of utilizing each of the essential principles in coordinated unison to build a solid business foundation

San Jacinto College Continuing & Professional Development
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