Business Photography Advanced

Explore the theoretical first year in a photography business. This course will also explore different marketing, advertising, and promotional strategies to potentially help a photography business be successful.

Length: 32 hours  
CEUs: 3.2  
Cost: $250

TOPICS COVERED  
The course will cover  
- Discuss what to expect in your first year in business  
- Marketing  
- Advertising  
- Promotions  
- Cliental  
- Possible tax benefits

LEARNING OUTCOMES  
Upon successful completion of this course, participants will be able to:  
- Identify the challenges of being a business owner and what can be expected  
- Identify marketing strategy and the different types of marketing available  
- Identify advertising and the hidden traps associated with it  
- Identify the principle behind promotions and how to create a profitable promotion  
- Develop and target cliental based on the business needs  
- Identify potential tax benefits thru marketing and advertising

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

San Jacinto College Continuing & Professional Development  
Call (281.542.2061) David Lewis or (281-478-3635) Sandee Page