Business Photography Intermediate

Recap the basic foundation needed to start a successful business in photography, then transitions into finalizing a business plan, determining cost of production, price setting, determining operational costs, and return on investment.

Length: 32 hours
CEUs: 3.2
Cost: $250

TOPICS COVERED

The course will cover
- Discuss business plans versus business models
- Determining cost of production and cost of goods sold
- Discuss price setting and the variables needed in setting prices
- Discuss and analyze operational costs and equipment costs
- Discuss return on investment and how this can be beneficial
- Taxes

LEARNING OUTCOMES

Upon successful completion of this course, participants will be able to:
- Create a workable business plan
- Have an understanding and ability to start a simple business model
- Understand the principles of cost of production, cost of goods and what it means
- Formulate a workable pricing structure for goods and services offered
- Understand the difference between operational costs verses equipments costs
- How to identify possible returns on initial investments
- Understanding how taxes are determined from federal, state, and local agencies

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