Description: 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.

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
- 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

Hours: 32hrs
CEUs: 3.2

Course Fee: $250
(Official Curriculum Provided)

Date:
Days: Tues & Thurs
Time: 6pm – 10pm

Location:
San Jacinto College South
13735 Beamer Rd
Houston, Texas 77089

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