



UNIVERSITI TEKNOLOGI MARA

CPM645: PHOTOGRAPHY PRACTICE AND MANAGEMENT

Course Name (English)	PHOTOGRAPHY PRACTICE AND MANAGEMENT APPROVED
Course Code	CPM645
MQF Credit	2
Course Description	This course is designed to provide a comprehensive introduction in all aspects before venturing into the photography business. Students are prepared with marketing and managerial skills to build and maintain a successful business. Current business trends, issues and development will be discussed to further exposed students with sufficient information beforehand. Other key topics being discussed are; setting up a premise, business concept, communication skills, marketing strategy, dealing with clients and handling jobs from start to finish.
Transferable Skills	Critical Thinking Scientific Skills Values Ethics Moral Professionalism Entrepreneurial Skills
Teaching Methodologies	Lectures, Seminar/Colloquium, Discussion, Presentation, Industrial Talk
CLO	CLO1 Identify current issues within the industry in order to start a photography business consistence with current market trends with proper research before venturing into the business world. CLO2 Complete a task according to the work description with technical efficiency and professionalism in handling photography related businesses CLO3 Demonstrate entrepreneurial skill and interest when performing business activities related to photography without degrading the value of image making.
Pre-Requisite Courses	No course recommendations
Topics	
1. Establishing a Business 1.1) Planning a photography business. 1.2) Defining your business focus. 1.3) Support team.	
2. Business Financing 2.1) Bankers. 2.2) Getting loans. 2.3) Financial planners. 2.4) Cash management.	
3. Setting up a Premise 3.1) Choosing a specialty. 3.2) Workspace. 3.3) Location 3.4) Equipment	
4. Marketing Strategy 4.1) Identifying business market. 4.2) Marketing types.	
5. Hiring and Managing Staff 5.1) Assistants, photo editor, designer, webmaster. 5.2) Staff management and welfare.	

6. Distinguishing Products and Services

- 6.1) How to be unique and different.
- 6.2) What to offer that others don't.

7. Managing Assignments

- 7.1) Getting a job.
- 7.2) Gathering information for cost estimations.
- 7.3) Preparing the best portfolio.

8. Providing customer service

- 8.1) Customer service in the photography business.
- 8.2) Handling problematic customers.
- 8.3) Services that will recur customers over time.

9. The Future of The Industry

- 9.1) What to expect in the future.
- 9.2) Preparing for future advancement.

10. The Use of Computers in The Field

- 10.1) PC vs. Mac
- 10.2) The laptop alternative.
- 10.3) Essential software options.
- 10.4) E-mail and the internet.
- 10.5) Dedicated studio management software.
- 10.6) Other software for photography aid.

11. The Popularity of Stock Photography

- 11.1) Why buy stock images.
- 11.2) Stock images impact on photographers.
- 11.3) Pros and cons of being a stock photographer.

Assessment Breakdown		%	
Continuous Assessment		100.00%	

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Case Study	Critical analysis and research on current issues and trends require student to select appropriate techniques, materials and technology which contributes to attribute of 'problem solving & technology skills' in MQF 6 LOD.	40%	CLO1
	Individual Project	A written assignment on marketing strategy and business concept, related to MQF LOD4	40%	CLO2
	Presentation	Showing 'entrepreneurial' and 'management skill' in conducting a photography business which contributes to MQF LOD8.	20%	CLO3

Reading List	Recommended Text
	<ul style="list-style-type: none"> • Alan Carsrud, Malin Brannback 2015, <i>Fundamentals for Becoming a Successful Entrepreneur</i>, Pearson FT Press [ISBN: 9780133966817] • Lara White 2013, <i>Photography Business Secrets</i>, John Wiley & Sons [ISBN: 9781118488409] • Sal Cincotta 2012, <i>The Photographer's MBA</i>, 1st Ed., Peachpit Press [ISBN: 9780321888921] • Stephen Tagg, Alan Stevenson, Tiziano Vescovi 2012, <i>New Developments in Online Marketing (Key Issues in Marketing Management)</i>, Routledge [ISBN: 9780415628877] • Cheryl Rickman 2012, <i>The Digital Business Start-Up Workbook</i>, 1st Ed., John Wiley & Sons [ISBN: 9780857082855] • Lindsay Adler, Rosh Sillars 2010, <i>The Linked Photographers' Guide to Online Marketing and Social Media</i>, Muska/Lipman [ISBN: 9781435455085]
Article/Paper List	This Course does not have any article/paper resources
Other References	This Course does not have any other resources