

**COLLIN COLLEGE**  
**DIVISION OF FINE ARTS**  
**GENERIC COURSE SYLLABUS**

**Course Number:** PHTC 2340

**Course Title:** Photographic Studio Management

**Course Description:** Photography business management, pricing, market analysis, promotion, networking, job acquisition, and photographic equipment analysis.

**Course Credit Hours:** 3                      **Lecture Hours:** 2                      **Lab Hours:** 4

**College Repeat Policy:** *A student may repeat this course only once after receiving a grade, including "W".*

**Student Learning Outcomes:**

1. Summarize the process of establishing and operating a photographic business
2. Create a job qualification brief and networking protocol
3. Determine studio pricing and advertising

**Attendance Policy:** See Faculty syllabus. Please see the *Collin Registration Guide* for the last day to withdraw.

**Religious Holy Days:** Please refer to the current Collin Student Handbook.

**ADA Statement:** It is the policy of Collin College to provide reasonable accommodations for qualified individuals who are students with disabilities. This College will adhere to all applicable federal, state and local laws, regulations, and guidelines with respect to providing reasonable accommodations as required to afford equal educational opportunity. It is the student's responsibility to contact the ACCESS office, SCC-G200 or 972-881-5898 (V/TTD-972-881-5950) in a timely manner to arrange for appropriate accommodations.

**Academic Ethics:** The College District may initiate disciplinary proceedings against a student accused of scholastic dishonesty. Scholastic dishonesty includes, but is not limited to, statements, acts, or omissions related to applications for enrollment or the award of a degree, and/or the submission of one's own work material that is not one's own. Scholastic dishonesty may involve, but is not limited to, one (1) or more of the following acts: cheating, plagiarism, collusion, use of annotated texts or teacher's editions, and/or falsifying academic records.

**Plagiarism** is the use of an author's words or ideas as if they were one's own without giving credit to the source, including, but not limited to, failure to acknowledge a direct quotation.

**Cheating** is the willful giving or receiving of information in an unauthorized manner during an examination, illicitly obtaining examination questions in advance, copying computer or Internet files, using someone else's work for assignments as if it were one's own, or any other dishonest means of attempting to fulfill the requirements of a course.

**Collusion** is intentionally or unintentionally aiding or attempting to aid another in an act of scholastic dishonesty, including but not limited to, failing to secure academic work, providing a paper or project to another student; providing an inappropriate level of assistance; communicating answers to a classmate during an examination or any other course assignment; removing tests or answer sheets from a test site, and allowing a classmate to copy answers.