

Bossier Parish Community College Master Syllabus

Course Prefix and Number:	COMM 171	Credit Hours: 3
Course Title:	Business of Visual Artistry	
Course Prerequisites:	COMM 120	
Textbook:	No Textbook	
Course Description:	This course will focus on the business practices of the creative industry. Topics include: determining your specific niche market, networking and marketing to create business, and budgeting for success.	

Learning Outcomes:

At the end of this course, the student will

- A. identify a personal niche market;
- B. prepare a strategic budget;
- C. develop a self-promotion/marketing strategy;
- D. employ networking techniques for business;
- E. create a business plan including tax strategies, incorporations, etc.

To achieve the learning outcomes, the student will

(The letter designations at the end of each statement refer to the learning outcome(s).)

- 1. research various market areas to designate a viable niche market. (A)
- 2. design a complete budget as a project. (B)
- 3. create a marketing plan with websites, email, and social media. (C)
- 4. explore networking techniques through class discussions, exercises, and projects. (D)
- 5. design a specific business plan for a personal enterprise. (E)

Course Requirements: This course requires attendance, class participation, assignments, exams, and projects as determined by the instructor.

Course Grading Scale:	90 – 100	A
	80 – 89	B
	70 – 79	C
	60 – 69	D
	0 – 59	F

Nondiscrimination Statement

Bossier Parish Community College does not discriminate on the basis of race, color, national origin, gender, age, religion, qualified disability, marital status, veteran's status, or sexual orientation in admission to its programs, services, or activities, in access to them, in treatment of individuals, or in any aspect of its operations. Bossier Parish Community College does not discriminate in its hiring or employment practices.

COORDINATOR FOR SECTION 504 AND ADA

Angie Cao, Student and Disability Services Specialist

Disability Services, F-254, 6220 East Texas Street, Bossier City, LA 71111

318-678-6511

acao@bpcc.edu

Equity/Compliance Coordinator

Teri Bashara, Director of Human Resources

Human Resources Office, A-105

6220 East Texas Street

Bossier City, LA 71111

Phone: 318-678-6056

Hours: 8:00 a.m.-4:30 p.m. Monday - Friday, excluding holidays and weekends.