

## Bossier Parish Community College Master Syllabus

<b>Course Prefix and Number:</b>	COMM 171	<b>Credit Hours:</b> 3
<b>Course Title:</b>	Business of Visual Artistry	
<b>Course Prerequisites:</b>	None	
<b>Textbook:</b>	No Textbook	
<b>Course Description:</b>	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.

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

**Attendance Policy:** The college attendance policy is available at <http://www.bpcc.edu/catalog/current/academicpolicies.html>

### **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.

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