PAIER COLLEGE OF ART
Hamden, CT

STUDENT COURSE OUTLINE

COURSE TITLE: Intro to Self-Promotion **COURSE NO:** GD342

SEMESTER HRS: 1 **CLOCK HRS PER WK:** 1 **SEMESTER:** Fall 2015

INSTRUCTOR: Pete Miserendino

CourseDescription: This course will acquaint students with ways of self-promoting their artistic skills and services through various marketing and public relations strategies.

CourseObjective: This course acquaints students with basic self-promotion and marketing concepts and techniques which when applied consistently, can increase the probability of success in finding work and/or positions in the graphics industry.

Topical Outline & ClassWork Schedule:

Week 1: **Lecture/Discussion**: Mission/Marketing Objectives
Assignment: Read Chapter 2
Week 2: **Lecture/Discussion**: Finding Clients
Assignment: Read Chapter 3
Week 3: **Lecture/Discussion**: Setting Up Client Databases
Assignment: Read Chapter 4
Week 4: **Lecture/Discussion**: Sales Strategy
Assignment: Read Chapter 5
Week 5: **Lecture/Discussion**: Effective Promotion Materials
Assignment: Read Chapter 6
Week 6: **Lecture/Discussion**: Portfolio Presentations
Assignment: Read Chapter 7
Week 7: **Lecture/Discussion**: Pricing & Negotiating
Assignment: Read Chapter 8
Week 8: **Lecture/Discussion**: Time Management
Assignment: Read Chapter 9
Week 9: **Lecture/Discussion**: Keeping Clients
Assignment: Read Chapter 10
Week 10: **Lecture/Discussion**: Why Networking Works
Assignment: Read Chapter 11
Week 11: **Lecture/Discussion**: When is Advertising the Right Tool
Assignment: Read Chapter 12
Week 12: **Lecture/Discussion**: Public Relations Strategy
Assignment: Read Chapter 13

Week 13: **Lecture/Discussion**: Direct Marketing
Assignment: Read Chapter 14
Week 14: **Lecture/Discussion**: Marketing with Your Website
Assignment: Read Chapter 15
Week 15: **Lecture/Discussion**: Writing Your Marketing Plan
Assignment: Read Chapter 15

STUDENTS ARE EXPECTED TO MAINTAIN A CLEAR AND ORGANIZED NOTEBOOK SUBJECT TO REVIEW AND GRADING.

ASSIGNMENTS

Assignments will include reading of all chapters, and may include the organization of various research materials (lists and leads and contact information), letter writing, rough conceptual layouts of various presentation pieces. Pop quizzes/tests may be given at the discretion of the instructor on any given chapter or topic.

Textbook:

THE GRAPHIC DESIGNER AND ILLUSTRATOR'S GUIDE TO MARKETING AND PROMOTION, Allworth Press. (Approx. $16 new)
This book provides step-by-step instructions for long-term success on such topics as: implementing a successful sales strategy; creating a marketing database for new client development; presenting an inspiring portfolio; distributing effective promotional material; utilizing valuable networking opportunities; developing profitable pricing and negotiating techniques; creating efficient advertising, direct mail, and public relations campaigns; making the most of the Internet and e-mail marketing It is available on line at mumerous book sellers' sites including amazon.com

CourseMaterials:

Notebook, Drawing Pads, Drawing Pencils

Bibliography: None

Expectations:

Assignments are to be delivered on time. Assignments/Projects handed in late are reduced a full letter grade from the original grade for every week they are late.

Grading:
Factors important to grading are:

- Completion of all reading assignments
- Completion of all Research assignments
- Aclear and Organized Notebook covering all course material
- Class Participation
- Attendance*

Make-Up:
Make-Up assignments due to medical or extra-ordinary circumstances may be considered (at the discretion of the instructor) only if they are properly documented. (ie: medical notes, jury duty, accident reports, etc.)

***Attendance:**
Students are expected to be on time for the beginning of class. You are marked as late if you arrive 15 minutes after class has started. Two accumulated "lates" is considered an absence. Leaving early without the approval of the instructor may be considered absence or late. Attendance will be taken at the beginning of each class. One (1) unexcused absences is allowed during the course. Two to four (2-4) absences (excused and/or unexcused) may detract from your grade. If your are absent and missing work, it is your responsibility to inform your instructor of your situation, complete any assignments due and deliver them as described above in order to be considered. **Five absences total (excused and/or unexcused) is an automatic F**.

I understand the above expectations and realize they can affect my grade.

Student (PLEASE PRINT) _____

Student Signature: _____

INTRO TO SELF-PROMOTION
Thursdays 12:00-1:00pm • Instructor: Pete Miserendino
Contact: paier.miserendino@gmail.com