

# CUMBERLAND COUNTY COLLEGE

**Course: CR 109 Craft Business Practices**

**Credits: 3**

**Prerequisites**

None

**Description**

Provides students with the opportunity to write their own business plans. Specific concerns regarding studio management, marketing research, advertising, gaining admission to the craft market show circuit, how to write a resume and prepare slide presentations will be addressed.

**Learning Outcomes**

At the completion of this course, students should be able to:

- Design a pottery studio and all components.
- Design and write a resume.
- Write an artist statement and bio.
- Prepare a list of in-state exhibition and/or sales opportunities for their ceramic work.
- Complete exhibition entry forms and prepare slides for submission.
- Organize and set up an art exhibit in a professional manner.

**Topical Outline**

Students will be evaluated by how well they followed the directions and understood and were able to accomplish the basic issues of the assignment. The student's performance will be based on a portfolio containing the following components:

- Business Plan (50% of grade) A business plan, including a resume must be prepared and presented.
- Homework projects: These assignments will be reading and research assignments concerning the ceramic business.
- Final project and Tests (50% of grade) The final project will consist of a notebook containing all research assignments as well as an exhibition at the Clay College gallery in which the students will show a developed body/series of work that they have created. The student will be responsible for all labeling, PR, business and exhibition cards, artist statement, bio, and price list.

**Required Texts and Other Materials**

No text required.

### **Student Assessment**

(Assessment may be accomplished through the completion of tasks and procedures involved with the gallery exhibitions.)

### **Academic Integrity**

Plagiarism is cheating. Plagiarism is presenting in written work, in public speaking, and in oral reports the ideas or exact words of someone else without proper documentation. Whether the act of plagiarism is deliberate or accidental [ignorance of the proper rules for handling material is no excuse], plagiarism is, indeed, a “criminal” offense.

As such, a plagiarized paper or report automatically receives a grade of **ZERO** and the student may receive a grade of **F** for the semester at the discretion of the instructor.

### **Available Resources**

If you are having difficulty with work in this class, tutoring is available through the Success Center. If you think that you might have a learning disability, contact Project Assist at 856.691.8600, x1282 for information on assistance that can be provided to eligible students.

**(List availability of open labs and/or writing center)**

### **Before Withdrawing From This Course**

If a student experiences adverse circumstances while enrolled in this course and considers withdrawing, s/he should see an advisor (division or advisement center) **BEFORE** withdrawing from the class. A withdrawal may cause harmful repercussions to completion rate standards and overall GPA which can limit or eliminate future financial aid in addition to causing academic suspension.