

YEAR 1, SEMESTER 1

# SYLLABUS

## **Module 1 – The Core**

This module will lead you through the process of determining what your core competencies are, how to find your niche, how to set goals, and how to face your fears and rediscover your passion for design.

## **Module 2 – The Business**

In this module, we're focusing on your business, how to jump-start it, how to know its true value, and how to respond to the changes that have been – and will continue to – rock the business world.

## **Module 3 – The Brand**

Your brand is at work in every interaction you have with clients, competitors, vendors, and the public, whether you're in control of it or not! In this module, we help you work on this most critical component of your company.

## **Module 4 – Financials**

You control whether your company succeeds and fails. You must *take* control of your finances in order to *have* control over your company's future success. This module gives you the tools to get a handle on your company's finances.

## **Module 5 – Time Is Money**

Your time is what makes your company money. So that time should be protected and used strategically. This module offers ideas and tips to get your schedule under control and to get you the help you need.

## **Module 6 – Selling Design**

You are selling your services each time you reach out to a prospective client, and it takes real skill to convince them that you are the designer they should hire, rather than the hundreds of other choices they have.

## **Module 7 – Marketing & PR**

Marketing doesn't have to be hard or expensive. Sometimes the simplest ideas are the most effective. In this module, learn new ideas that will help you stand out from the crowd.

## **Module 8 – Online Marketing**

Whether it's your website or through social media, most of your prospective customers are learning about you online before they get to know you anywhere else. This module shows you how to think strategically about your online presence.