



Duration:	<b>7 weeks</b>
Course:	<b>Business of Image</b>
Instructor:	<b>Zayna Mosam</b>

**Course Objective:** This course is about creating a successful image in the music industry and the entertainment business. Students will also have the opportunity to work on the development of their own personal and professional images.

**Bio:** Zayna Mosam is a Toronto area Image Consultant certified by the International Image Institute and George Brown College. She is also a graduate of Queen's University where she earned a Bachelor of Arts Honours degree in Psychology. Zayna operates a successful private practice that allows her to work with individuals and corporations based in Canada, the United States and various countries overseas. She specializes in image and lifestyle management, communications coaching, etiquette and protocol, personal shopping, personal branding and styling, and public image development. Clients include those in industries such as finance, technology, communications, education, athletics, and entertainment. Zayna was named the image industry's "Rising Star" of 2004 by the Association of Image Consultants International (AICI), and has been featured as a guest expert on CTV, City TV, Rogers, Bravo! and Mud-Music.

Week	Topic
1	Introduction to image in the entertainment industry Review of requirements for Assignments 1 and 2
2	Review the roles of all the industry professionals on the image team Personal Image Management Part I: Visual Image
3	Presentation and discussion of Assignment 1
4	Personal Image Management Part 1 cont.: Visual Image
5	Presentation of Assignment 2 & discussion
6	Presentation of Assignment 2 & discussion
7	Personal Image Management Part II: Business Etiquette & Networking Strategies