LAR 560: PROFESSIONAL PRACTICE
SPRING 2017
UNIVERSITY OF ARIZONA, College of Architecture, Planning, and Landscape Architecture
TENTATIVE COURSE SCHEDULE*
INSTRUCTOR: Helen Walthier, MLA: helenw@email.arizona.edu

Room:  
Meeting Times: Mondays 10:00-11:50 am  
Credits: 2  
Prerequisites: Admission to the Graduate Program in Landscape Architecture, or by prior approval  
Required Text: “The Professional Practice of Landscape Architecture” by Walt Rogers (available on Amazon)

COURSE OVERVIEW
This course will address issues associated with professional practice for design and development students, including: professionalism, registration, relationships and roles for various disciplines, professional roles, services and fees, construction contract documents, bid documents and procedures, and business organization and operation.

EXPECTATIONS
All reading assignments are to be done before arriving for that day’s class. Be prepared to discuss the readings in class. Participation in discussions is expected and will be part of your grade (see below). Assignments are expected to be turned in on the stated due date unless Instructor is notified in advance of extenuating circumstances.

TENTATIVE COURSE SCHEDULE*

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<th>WEEK 1</th>
<th>January 16</th>
<th>MLK DAY-NO CLASS</th>
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| WEEK 2       | January 23         | INTRODUCTION: Overview of class-Discuss Class expectations; Review of Schedule, Assignments, Grades, Textbook; DISCUSSION: PROFESSIONALISM: What is it? What is a “Professional” and how are they different than a Technician? CREATIVITY: What does it mean to be a Professional in a Creative/Design field? READING: Chapter 1: The Profession of Landscape Architecture and Professionalism (pg. 17-52) |

WEEK 4  
February 6  
PRESENTATIONS: ASSIGNMENT ONE; LECTURE: INDIVIDUAL RESUMES AND PORTFOLIOS: How to get their attention, and get the job.; WRITING PROMPT: #1 Discussion about the Creative Process

WEEK 5  
February 13  
MARKETING YOUR FIRM, AND STRATEGIC BUSINESS PLANNING: Mission Statements, Executive Summary, Product Focus, Marketing Opportunities INTRODUCE ASSIGNMENT TWO: FIRM PROFILE & STRATEGIC BUSINESS PLAN Create groups: Develop a Company Profile for your professional company. Reading: Chapter 8: Marketing (pg. 373-395)

WEEK 6  
February 20  
POSSIBLE GUEST LECTURER: Work on Assignment 2 in class if there is time.

WEEK 7  
February 27  
PRESENTATIONS of ASSIGNMENT TWO: Present your COMPANY PROFILE & STRATEGIC BUSINESS PLANS (15 min max. per group) LECTURE/DISCUSSION: FIRM MARKETING: Marketing Your Firm. PROPOSALS AND PROPOSAL WRITING: RFP’s, RFQ’s and other Marketing efforts;

WEEK 8  
March 6  
POSSIBLE GUEST PROFESSIONAL TO TALK ABOUT PRACTICE REALITIES INTRODUCE ASSIGNMENT THREE: Define your company Marketing Strategy Reading: Marketing (pg. 395-409)

WEEK 9  
March 13  
Spring Recess-NO CLASS

WEEK 10  
March 20  
PRESENTATIONS of ASSIGNMENT THREE: Present Company Marketing Strategic Plans (15 min per group) WRITING PROMPT #2: Professional Philosophy and Influences

WEEK 11  
March 27  
LECTURE/DISCUSSION: REGISTRATION & PROFESSIONAL ETHICS: Registration Requirements and Testing (LARE); Transfer of Licensure; Governing Entities: Board of Registrants; ASLA Code of Professional & Environmental Ethics; Ethical issues. DISCUSSION: Ethical Questions.

WEEK 12  
April 3  
LECTURE/DISCUSSION: PROFESSIONAL RELATIONSHIPS: The types of relationships you will encounter in practice. What are your obligations and responsibilities? What are the ethical obligations you owe the public and users of your projects? READING: Chapter 4: Professional Practice Relationships (pg. 236-262) DISCUSSION: Personnel Issues (each Group assigned an issue to discuss in class and discuss their approach); WRITING PROMPT #3: Personal Qualities and Goals

WEEK 13

WEEK 14
April 17  PROJECT MANAGEMENT: Systems used to keep projects On Time and On Budget (POSSIBLE GUEST LECTURER) Managing design schedules, costs of projects, construction costs, Writing proposals, Budget overrun strategies, Work Flow management to keep staff working, Directing and motivating staff, coordination with staff and upper management READING: CHAPTER 10: Project Management (pg. 471-507) Reading: CHAPTER 11: Business and Personnel Law (pg. 508-542)

WEEK 15
April 24  LECTURE/DISCUSS LEGAL ISSUES: Contracts with Clients, employees, business loans; Sources of Advice: ASLA, Lawyers, Self-Help Research, Small Business Administration, Free Resources READING: CHAPTER 9: (pg.410-470)

WEEK 16
May 1  PRESENTATIONS ASSIGNMENT FOUR: Your Company Financial Documents (15 min per group); Last day of class: Teacher evaluations, Summary

ASSIGNMENTS PERCENT OF GRADE:
ASSIGNMENT 1: Professional Practice Types: Student groups: Present information on basic types of practices (20%)

ASSIGNMENT 2: Resumes, Portfolios & Strategic Business Plans for Hypothetical Professional Office: Individual & Student groups: Develop a Personal Resume; Develop a Company identity, define your practice type, your potential clients, professional organizations, and define professional relationships with your clients (25%)

ASSIGNMENT 3: Define your corporate Marketing Strategy and supporting analysis (25%)

ASSIGNMENT 4: Draft your corporate Financial Statement for profitability (20%)

WRITING PROMPTS 1-3: These writings explore your reflections and ideas about selected topics (10%)

GRADING:
ASSIGNMENT 1  20%
ASSIGNMENT 2  25%
ASSIGNMENT 3  25%
ASSIGNMENT 4  20%
WRITING PROMPTS 1-3, & PARTICIPATION  10%

*Course Schedule is tentative and subject to change. It is your responsibility to attend class, read email and check the class D2L site for updates throughout the semester.