

INTD 233

Professional Practices for Interior Design

3 Credits

Community College of Baltimore County

Common Course Outline

Description

INTD 233 – Professional Practices for Interior Design: investigates the professional role of the interior designer in relation to the client, colleague, employer, contractor, consultant and marketplace. Emphasis is on interior design as a business, legal and ethical issues, sustainability, office management, and entrepreneurship. Students will explore industry careers, prepare resumes and other personal marketing materials, and learn interviewing techniques.

Pre-requisites: INTD 240

Overall Course Objectives

Upon completion of this course, students will be able to:

1. identify a variety of interior design career opportunities;
2. identify and address industry relationships with clients, contractors, and consultants;
3. examine the design process and workflow of a typical interior design firm;
4. identify personal and professional goals;
5. define industry-specific business terminology;
6. describe processes, resources and documents to start a business;
7. evaluate skills needed to establish a design business;
8. contrast business types such as sole proprietor, partnerships and corporations;
9. differentiate between ethical and unethical business practices;
10. examine legislative issues affecting interior design industry;
11. prepare a business plan to establish a new company;
12. develop a business marketing plan;
13. create a personal identity and brand for marketing to potential employers;
14. prepare a resume and other personal marketing materials for employment; and
15. develop interviewing skills.

Major Topics

- I. Career opportunities in interior design
 - a. Career resources on campus
 - b. Career resources (general)
- II. Personal management
 - a. Personal goal setting
 - b. Personal reputation and brand
 - c. Professional conduct

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For more information, see your professor's syllabus.

- d. Business etiquette
 - e. Communications
 - f. Networking
- III. Personal marketing package for employment
 - a. Resume
 - b. Cover letter
 - c. Thank yous
 - d. Portfolio
 - e. Personal marketing material
- IV. Personal branding
 - b. Logo
 - c. Personal card
 - d. Letterhead
 - e. Resume & Portfolio
- V. Communication and presentation skills
 - a. Interviewing techniques
 - b. Correspondence
 - c. Phone communications
- VI. Business relationships and communications
 - a. Clients
 - b. Contractors
 - c. Consultants
 - d. Peers
- VII. The design process relationship to firm workflow
 - a. Marketing for clients
 - b. Programming phase
 - c. Schematic design phase
 - d. Design development phase
 - e. Construction documentation phase
 - f. Contract administration phase
 - g. Post-occupancy evaluation phase
- VIII. Business management
 - a. Entrepreneurship
 - b. Managerial skills
 - c. Business plan
- IX. Legal business formations
 - a. Types of legal formations
 - b. Legalities
 - c. Taxes and fees
- X. Growing and maintaining a business
 - a. Marketing a business - Four P's of Marketing (Product, Price, Place, Promotion)
 - b. Pricing and compensation methods
 - i. Selling services
 - ii. Selling goods
 - iii. Pricing methods
 - iv. Types of pricing
 - v. Trade discounts
 - vi. Sales and use taxes

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- vii. Compensation and fees
- XI. Sustainable business practices
- XII. Accounting
 - a. Profit and loss
 - b. Inventories
 - c. Financial reports
- XIII. Contracts
- XIV. Maintaining client relationships

Course Requirements

Grading will be determined by the individual faculty member, but shall include the following, at minimum:

- two exams or quizzes
- two oral presentations
- a personal marketing project, including branded resume, personal contact card, logo, cover letter, and LinkedIn page
- an entrepreneurship project to develop a business concept into a business plan, including a marketing plan

Other Course Information

This course is required for the AAS and certificate in Interior Design.

Individual faculty members may include additional course objectives, major topics, and other course requirements to the minimum expectations stated in the Common Course Outline.

Date Revised: 2/3/2026

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