



What you'll study on the Fashion Journalism Course

Module One

The fashion journalist - what (s)he does, the qualities and skills needed, career paths, useful resources

Module Two

Knowing what to write and identifying markets

Module Three

Contacts book

Module Four

Notebook discipline

Module Five

Making contacts

Module Six

Newspaper and magazine terminology

Module Seven

News stories and reports: catwalks, trends, commentaries

Module Eight

Ethics and the PCC Code of Practice

Module Nine

Interviews, Research and Reference sources

Module Ten

Feature articles:

- Product reviews
- Press releases
- Promotional and advertising copy
- Blogs

Module Eleven

Fashion photography

Module Twelve

Selling your work

Module Thirteen

Building your career