



What you'll study on the Business journalism course

- The business journalists' job
- Key terminology and sources
- Reporting business through data journalism
- Investigative assignments
- Business blogging and opinion writing
- Writing commercial copy for PR and the web
- What to write and who to write for
- Copy presentation
- Terminology
- The magazine market place
- Notebooks and record keeping
- Contacts Book

'We're absolutely committed to your success and are looking forward to working with you.'



- Cleland Thom

- Searching for information
- What is news?
- House style
- Where news comes from
- Multi-media writing style
- The intro
- Story construction
- Interviewing
- Feature writing
- The PCC
- Human interest writing
- Meetings, press conferences
- Selling work and getting paid

• Aimed at:	Potential Business journalists
• Duration:	Flexible - around 3 - 6 months
• Accreditation:	ODLQC / ABCC

• **Qualification:**

Diploma

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