

FASHION JOURNALISM



ALEXANDER
MCQUEEN

JOUR-2787-L01
CRN: 30761 | 4 Credits
Monday/ Wednesday
1:00 – 2:15pm



Fashion Journalism combines beat reporting with an emphasis on the cultural, artistic, social, historical and business aspects of fashion. An in-depth review of the history of fashion journalism sets the stage for students to learn and understand the digital revolution in fashion journalism and marketing, including social media, blogs and websites. Topics to be covered include: Catwalk and trend reporting, fashion criticism, feature and fashion writing. This course will enable students to combine the love of writing with their interest in fashion and acquire the skills to become a fashion journalist using different media formats.

Dior



This course may be counted towards the Fashion Studies Minor.