

FASHION JOURNALISM ASSOCIATE IN ARTS DEGREE

PROGRAM CODE: 2A03861

The **Fashion Journalism Associate in Arts Degree** is designed to provide a course of study that prepares students for entry-level employment as a professional and competent in fashion journalism fields as a fashion writer or equivalent. Individuals with this degree are able to work as a fashion editor and write for fashion magazines, trade magazines, newspapers, social media, and public relations. This degree requires 22-24 units in the major in addition to other graduation requirements.

Code	Title	Units
Required Courses (22-24 units):		
JOUR 101 F	Reporting and Writing	3
JOUR 108 F	Feature Writing	3
JOUR 132 F	Introduction to Magazine Production	3
FASH 150 F	Introduction to the Fashion Industry	3
FASH 183 F	Fashion Marketing	3
FASH 250 F	Fashion Promotion	3
FASH 260 F	Fashion Forecasting	2
FASH 299 F	Fashion Industry Internship	2-4
Total Units		22-24

Outcome 1: Apply research techniques to evaluate and assess a specific target market using the results to create original content for a fashion social media post

Outcome 2: Compose and revise a fashion editorial with a compelling lead, adequate sourcing and context, clear transitions, and a strong title for a current fashion editorial.

https://www.curricunet.com/fullerton/reports/program_report.cfm?programs_id=1168