

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