

ADVANCED DIPLOMA IN FASHION COMMUNICATION AND JOURNALISM

Awarded by : Raffles Singapore

Intakes : January, April, July, and October

Duration : 1 Year and 3 months (Full-time)

Core Modules

Academic Research and Communication Skills	<p>This course prepares students in Communication and Research skills. The three main areas of focus are: Research and Analysis, Academic Writing Skills and Academic Presentation Skills.</p> <p>Credit Points: 5</p>
Advanced Layout and Production	<p>This course will allow students to further their skill in layout, conceptualization and production techniques - from prepress planning to final finishing of publication. Opportunities will be given to create more innovative and sophisticated portfolio pieces. Students will have to successfully complete practical exercises and an integrated project in order to complete the module.</p> <p>Credit Points: 10</p>
Consumer Behaviour	<p>To provide students with the knowledge and skills to understand the fundamental factors that influence consumer behavior, their choices and purchasing decisions.</p> <p>Credit Points: 10</p>
Fashion Coordination and Promotion	<p>A module designed for the students to create, produce and participate in a Fashion Show or Fashion Event. The module involves the coordination of all aspects of sales promotion activities that may be used by a manufacturer or a retailer. It also includes discussions on consumer profile, customer awareness, wardrobe planning and selection. Basic techniques needed for the visual presentation of fashion through fashion show production and promotion will be explored. Students will have to complete an integrated project commissioned by an industrial partner.</p>

	Credit Points: 10
Fashion Journalism	<p>This module introduces the students to the basic techniques of fashion journalism. Students will learn the skills of visual communication, styling, forecasting, trend-analysis and tribe-spotting and will explore a range of techniques to communicate with various audiences. Students will learn how to develop original messages through different media formats, such as magazines, television and internet.</p> <p>Credit Points: 10</p>
Fashion Marketing Project 1	<p>This module introduces the student to the development and implementation of a business plan. Student teams will have to present business ideas concerning user needs and/or market opportunities related to the fashion industry. They will have to assess the feasibility of the ideas and transform them into entrepreneurial proposals.</p> <p>Credit Points: 20</p>
Fashion Marketing Project 2	<p>The aim of this module is to help the students consolidate the different sections of the business plan developed during Fashion Marketing Project 1. Each student team has to bring the brand to life through a tangible execution of the business idea and finalize the business plan and present it to a panel of industry experts.</p> <p>Credit Points: 20</p>
Industrial Attachment	<p>The internship is designed to provide the students with the opportunity to gain valuable work experience as part of their educational academic experience. The internship is conducted within a fashion or fashion related company and supervised by the Programme Director of the Fashion Communication and Journalism course.</p> <p>Credit Points: 15</p>
Integrated Fashion Communication 1	<p>This subject focuses on taking a strategic approach to creating and managing today's Fashion Marketing Communication strategies. The subject provides a practical framework for the design, implementation and evaluation of strategic options for business. Students will develop an understanding of marketing planning and the principles of an Integrated Marketing Communications Strategy using Multi-Media Platforms.</p> <p>Credit Points: 10</p>

<p>Luxury Retailing</p>	<p>To provide participants with a comprehensive introduction to the principles of Luxury Retailing in the context of fashion industry through practical exercises, lectures, demonstrations and case studies. The primary scope is to focus on the notion of luxury which has in the recent past become so central to the consumer consumption, that it is crucial to distinguish its retail management from generic retailing. Students need to accomplish tasks such as an assignment, an integrated project and examinations in order to complete the module.</p> <p>Credit Points: 15</p>
<p>Market Research</p>	<p>This module introduces the students to the basic elements of market research for strategic decision making. Students will learn how to develop a research project through the selection and application of appropriate quantitative and qualitative research methods.</p> <p>Credit Points: 10</p>
<p>Public Relations Writing</p>	<p>This module covers the basics of public relations writing, writing for the mass media and new media. The course will include instruction and writing practice to develop the professional - level writing skills expected of public relations practitioners. The lecturer will emphasize different approaches required for a variety of audiences and media. The role of the public relations practitioner, as well as ethical and legal issues in the public relations field, will be covered.</p> <p>Credit Points: 12</p>
<p>Sensorial Marketing</p>	<p>This module will provide students with powerful tools in order to develop sensorial marketing strategies in fashion. Students will understand the variations in sensory perception and be able to adapt the texture, colors, fragrances, shape, assortment, and overall brand experience to every local market and fashion consumer. They will also have the needed knowledge to predict consumers' purchasing behavior and assess the commercial appeal of a new product or fashion brand.</p> <p>Credit Points: 10</p>

<p>Themes Related to Contemporary Fashion Journalism</p>	<p>Significant changes in fashion and marketing trends have influenced media ownership and management structure, journalistic culture, and communication policy are rapidly reshaping the media landscape. Media proliferation has multiplied the sources and volume available to society. This module aims to provide a broad and in-depth analysis of the factors driving the new trends in 21st Century journalism and mass communication. Students need to accomplish tasks such as an assignment, an integrated project and examinations in order to complete the module.</p> <p>Credit Points: 15</p>
<p>Writing for Social Media</p>	<p>This module covers the basics of writing effectively for social media, specifically blogs, Twitter and Facebook. Students will be able to establish a coherent writing process; learn editing techniques; and examine the interplay between context, content and style. Lecturers will play an active role in engaging students on workshop critiques, peer editing and weekly composition of posts and tweets.</p> <p>Credit Points: 15</p>