

# Career Path: Fashion Communications, Social Media, and Public Relations

Fashion Public Relations Specialists have one of the most diverse job descriptions in the fashion industry. Companies hire them to develop and maintain a positive image among the media, consumers, investors, employees, and even competitors. They do that through a wide variety of communication-oriented activities.

They develop strong working relationships with members of the media, such as magazine or newspaper reporters, television or radio producers, or website producers, and are always looking to make news about the products and companies they represent. Fashion PR Specialists also write and produce publications for employees and investors, such as newsletters or annual reports. Fashion PR Specialists can work on staff for manufacturers, retailers, or media outlets. Many also work for independent firms that specialize in fashion public relations.



### Recommended Course:

For students interested in a career in communications, social media, and public relations in the fashion field, the following elective course is recommended. This course enhances a student's knowledge of the fashion public relations and advertising concepts and develops the necessary skills for success.

### FAS3361 Fashion Public Relations and Events

Provides an overview of fashion public relations. Students learn skills and techniques to develop and present a fashion brand and collection to a target audience, with a focus on media communications, advertising, and sponsorship. Prerequisites: FAS1101, FAS2222 or FAS2261

### FAS4000 Sustainability in Fashion

This course introduces students to the concept of sustainability and its relationship with fashion. Students will examine the environmental impact of the textiles industry, issues concerning workers' rights and the economics of a sustainable global fashion industry. In addition, the implications of "fast fashion" will be reviewed as students analyze how sustainability issues are being communicated to the public and how consumer attitudes can impact a fashion brand. The course will include class discussions, research assignments, and industry field trips. Prerequisites: FAS1101, FAS2230

### These courses are recommended as liberal arts or free electives:

#### MKT2223 Digital and Social Media Strategy

Explores current and emerging forms of digital and social media and how to leverage them to build brands and engage customers. Students will evaluate digital and social media against communication and marketing objectives and develop effective media plans. Prerequisite: MKT2220

#### MKT2247 Advertising Management

Provides students with a broad view of advertising principles and their relation to the marketing process. Students gain an understanding of the three key functional areas of advertising: account management, media planning, and creative design. Prerequisite: MKT2220

#### MKT3351 Public Relations

Addresses the journalistic and marketing foundation of public relations practices. This course explores the practical applications of crisis management and examines the integration of public relations, marketing, and advertising into customer relationship management and broader marketing communications campaigns. Prerequisite: MKT2220

*Career Paths are not minors or concentrations and will not be noted on a student's transcript or diploma. Career Paths are suggested electives to fill elective credits.*