

ABSTRACT

CREATIVE PROJECT: CREATING A FOURTEEN WEEK CURRICULUM FOR A FASHION PUBLIC RELATIONS COURSE AT BALL STATE UNIVERSITY

STUDENT: Kipp R. Elliott

DEGREE: Master of Arts

MAJOR: Public Relations

COLLEGE: College of Communication, Information, and Media

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The fashion industry is one of the most globalized industries in existence today. Those working in fashion public relations are faced with handling suggestions and concerns from various publics, as well as, communicating daily with professionals from across the globe. It is important for those pursuing a career in fashion public relations to not only have an understanding of what public relations is, but also the technical skills, the importance of strategic planning, and ethical behavior within the industry. As an alumnus of the fashion programs at Ball State University, the researcher feels it is important for students to have the opportunity to study this area of fashion.

The first step that has been taken to help justify the importance of this project was a review of literature. This looks at important areas in the field of fashion public relations. Reviewing syllabi from courses that relate to this area of study from multiple academic programs has been used to aid this research. Completing an analysis of these courses, along with knowledge from both the researcher's graduate and undergraduate education has assisted in developing a 14-week fashion public relations curriculum, including unit plans, lesson plans, a syllabus, examinations, lecture and assignment descriptions.