

fashion careers, schools

The Top 10 Schools for Fashion Journalism, PR, Marketing and More

By CHERYL WISCHHOVER Thursday, Apr 5, 2012 / 4:41 PM

<http://fashionista.com/2012/04/the-top-10-schools-for-fashion-journalism-pr-marketing-and-more/5/>

PARSONS THE NEW SCHOOL FOR DESIGN

Location: New York City

Average Tuition: \$39,280/year

Applicable Programs:

- Bachelor of Business Administration in Design and Management
- AAS Fashion Marketing
- BFA Communication Design
- MA Fashion Studies

-Other Noteworthy Courses and Programs: The Design and Marketing of Luxury Goods, a decade-long collaboration with Columbia Business School, enables students to work in teams to develop concepts for some of the world's leading luxury goods companies. Students receive rare access to the CEOs and top executive staff of these programs (also open to the AAS programs and other BFA programs at Parsons). Fashion Campus NYC and Fashion Draft NYC are programs that Parsons has developed with the NYCEDC to help students interested in launching careers in the business side of the fashion industry.

Career Services:

- One-on-one advisors
- Job and internship fairs
- Resume review/critique and interview preparation
- Panel discussions (recent topics include Basics of Freelancing, Fashion Careers, and Salary Negotiation)
- The [Career Services blog](#) is well done, and a great place to find information.

Of Note:

- Business Week* has named the BBA program one of the best of its kind.
- Cecilia Dean, co-founder of *Visionaire* magazine, is on the faculty for the BFA in Communication Design.

Companies That Have Hired Grads:

- Vogue* (3% of 450)
- Elle* (3% of 270)
- Bergdorf Goodman (4% of 300)
- Barneys (2% of 700)
- Saks Fifth Avenue (1% of 4000)
- Plus:

Christian Louboutin, Eileen Fisher, Ralph Lauren, Marchesa, Elle, Tom Ford, Donna Karan, Forever 21, Alice and Olivia, J Crew, Luxottica, Versace, Estee Lauder, Lord & Taylor, Henri Bendel, Lane Crawford

-**Notable Alum/Former Students:** Julia Restoin Roitfeld; Ashley Abess (founding business partner, Chris Benz)