

## FREELANCE JOURNALISM COURSE – LEVEL 3 AWARD



The **Freelance Journalism - Level 3 Course** is designed for people who wish to gain or improve their skills in journalistic writing and marketing their copy to a range of printed media.

The objective of this course is to provide students with the knowledge and skills to produce professional standard journalistic articles and to know how to market them.

**During the course students will examine and practice the four main questions of journalism:**

- WHAT to write;
- HOW to write it;
- WHICH techniques to use; and
- WHERE to submit your work.

**The course will specifically examine:**

- Content
- Style
- Techniques
- Marketing

**The course is split into the following 8 Units:**

### ➤ **Unit One – Introduction**

The following topics are covered: What the course can do for you? Why do we need content? How is style arrived at? How do we know what the editor wants? and Where is analysis important?

### ➤ **Unit Two – Markets**

The following topics are covered: Presentation, Keeping records, What the Editor Wants, How to Analyse and What the Reader wants.

### ➤ **Unit Three – Content**

The following topics are covered: What do I write? Why do I need to find ideas? How do I save time and trouble? and Where is interviewing a factor?

### ➤ **Unit Four – Style**

The following topics are covered: How do I write? Why do I need to find the right tone? How do I use the basics well? When do I use structure? and Where is re-writing a factor?

**Price:**  
£250.00

**Instalment Options:**  
You can spread the payments for this course over 4 monthly payments. 1 initial payment of £100.00, followed by 3 monthly payments of £50.00.

**Course Format:**  
Paper Based Course Materials

**Assessment:**  
Coursework

**Approximate Study Time:**  
80 Hours of Self Study

## ➤ Unit Five – Techniques

The following topics are covered: What techniques will help me sell my work? Why do I need new angles? How do basic techniques help? When is the "writer's dozen" valuable? And Where is self-discipline a factor?

## ➤ Unit Six – Practical Matters

The following topics are covered: What is defamation? Why is reputation important? How do I avoid libel? When is copyright important? and Where are photographs a factor?

## ➤ Unit Seven – Market Analysis

The following topics are covered: What do editors not want? Why is market analysis valuable? How do I undertake market analysis? When is plotting useful? and Where is characterisation a factor?

## ➤ Unit Eight – No Excuses – verse, Criticism and Sports Writing

The following topics are covered: What is Critical Writing? Why does verse usually not sell? How do I see about income tax? When is executive writing used? and Where are expenses a factor?

### Pre-Requirements:

There are no particular entry requirements.

### Course Duration & Support:

Students may register at any time and have a full year to complete their studies. You also have access to a personal tutor by mail or email for a 12 month period. As the course is self study you can complete in as little or as long a time as you prefer.

### Assessment:

You will be assessed on coursework which is detailed in the course materials. Students will be required to compose relevant stories and extracts for their coursework. Your work can be sent back to your course tutor by email or by post.

### Qualification:

The award is gained from successfully completed coursework so there is no exam to complete.

On successful completion of this course, students will receive a **Level 3 Freelance Journalism Award**.

This award has been independently accredited at a level of learning equivalent to level 3 on the National Qualifications Framework (NQF) and is comparable to working at A Level or NVQ Level 3.

The award is issued through NCFE. NCFE is recognised as an awarding body by the qualification regulators ('regulators') for England, Wales and Northern Ireland. The regulators are the Office of the Qualifications and Examinations Regulator (Ofqual) in England, the Department for Children, Education, Lifelong Learning and Skills (DCELLS) in Wales and the Council for Curriculum, Examinations and Assessment (CCEA) in Northern Ireland.

