

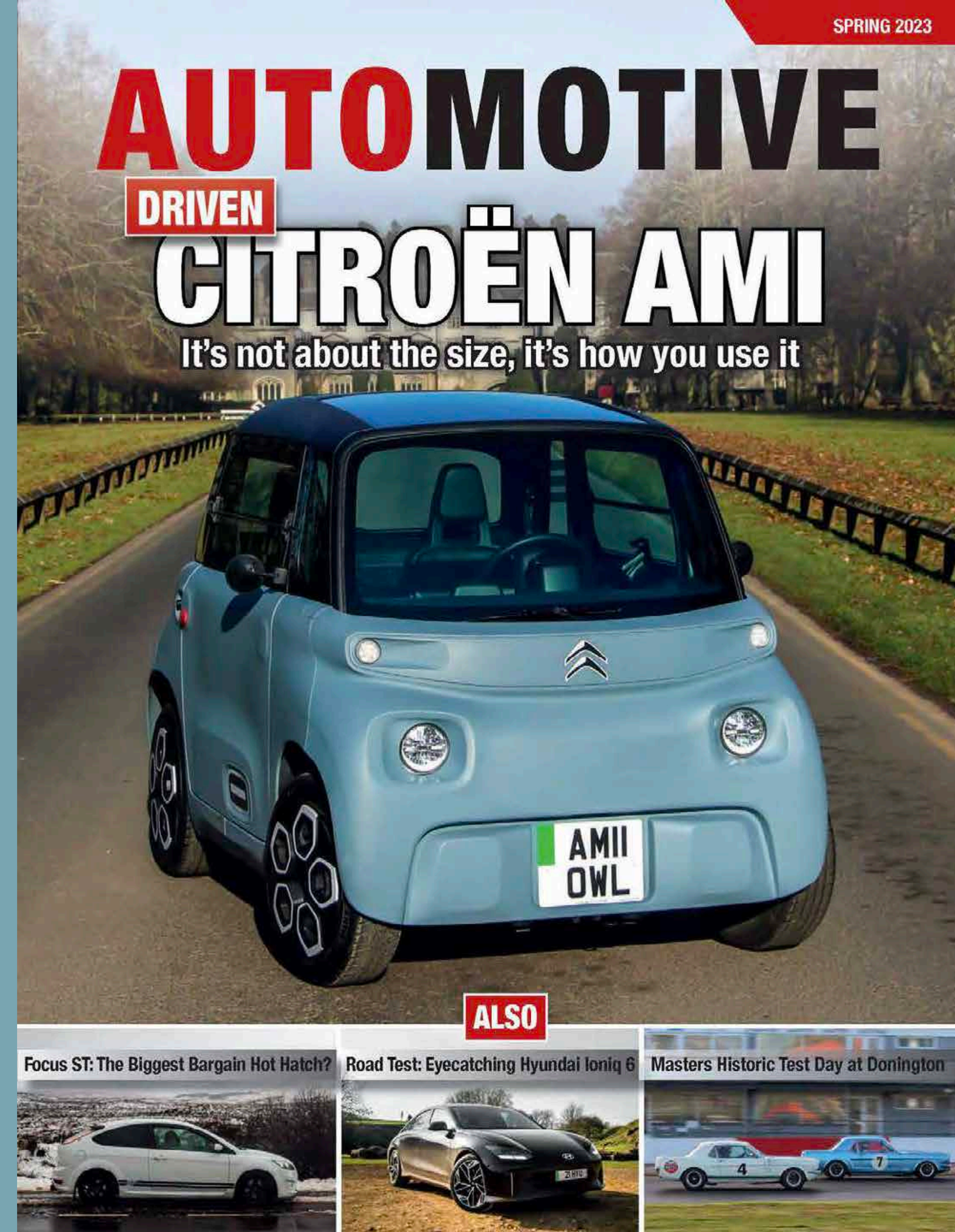


Automotive Journalism at Coventry University

MA Automotive Journalism

- The only course of its kind in the world
- Conceived by *Autocar* editor in chief Steve Cropley
- Combines training in general and specialist journalism skills and background on automotive technology, history, engineering, design etc
- About 10 students per year, 60% UK / 40% EU/ROW
- 90% of graduates* go into automotive media or motor industry roles
- Student work includes *Automotive* magazine, Ferrari video project and an extensive individual final project

* where destination is known



Media and motor industry support

AUTOCAR



MGMW
Midland Group of Motoring Writers



Alumni in automotive media

Jack Rix Editor, Top Gear →

James Taylor Deputy Editor, Evo

Alex Kersten Youtube

Sean Carson Road test editor, Auto Express

Illya Verpraet Road tester, Autocar

Sam Burnett Sub-editor, Top Gear

Shafiq Abidin Staff writer, Top Gear

Max Adams Used car reporter, What Car?/Autocar

George Hill Staff writer, What Car?

Sam Sheehan Motoring editor, Cinch

Cameron Tait Digital editor, Pistonheads

Craig McAlpine Producer, North One TV

Elliott Hughes Staff writer, Magneto

Satvik Khare Autocar India

Ryan Gilmore Bauer automotive hub

Aaron Hussain Bauer automotive hub

Ellis Hyde drivingelectric.com



Alumni in comms/ motor industry

Graeme Lambert Global PR, Polestar

Owen Ready Brand Design Director, Volvo

Jan Coneza Sagrera PR, SEAT (Barcelona)

Jonathan Tan Head of Marketing, Hyundai Malaysia

Mark Griffiths PR, Hyundai

John O'Brien PR, Honda

James Brodie PR, McLaren

Jimi Beckwith PR, VW

Sophie Middleton freelance motorsport PR →

David Kirby loop agency

Michael Lear Influence agency

Nacho Salvador Newspress Spain

Mike Bartholomew Caffeine and Machine

Adam Hunt Red Marlin agency

Jess Bird We Are Nameless agency

Eric Becker Kahn agency, California



The Delia Derbyshire Building



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