

# Cosmetics and Fragrance Marketing BS Degree Program

<http://fitnyc.edu/cfm>

## School of Business and Technology

Applications accepted for fall only. NYSSED: 20045 CIP: 52.1999

The major in Cosmetics and Fragrance Marketing offers students the creative, technological, and analytical capabilities necessary to prepare for executive, managerial, and support positions in the cosmetics, fragrance, and toiletries industries. Students explore the field from local and global perspectives where sustainability, emerging technologies, and corporate social responsibilities are emphasized. Curriculum below is for the entering class of fall 2025.

Semester 5		Credits		
MAJOR AREA	CM 341 - Beauty Marketing for the Digital Age	3		CM 363 - Beauty Entrepreneurship, CM 402 - Color Cosmetics: Science and Creativity,
RELATED AREA	MG 304 - Information Systems	2		or CM 425 - Environmental Fragrancing
LIBERAL ARTS	MA 311 - Mathematical Modeling for Business Applications	3	RELATED AREA	choice - see Requirements: Internship/ Related Area Elective
	SC 149 - Chemistry for Cosmetics and Fragrances	3	LIBERAL ARTS	EN 335 - Working Women in the United States: 1865 to Present
	choice - see Requirements: Liberal Arts/Speech	3		choice - see Requirements: Liberal Arts/Foreign Language
				choice - see Requirements: Liberal Arts Electives
Semester 6			TOTAL CREDIT REQUIREMENTS	
MAJOR AREA	CM 023 - Cosmetic Product Knowledge Lab	1	MAJOR AREA	18
	CM 323 - Cosmetic Product Knowledge	2	RELATED AREA	7
RELATED AREA	PK 302 - Packaging Design for Cosmetics and Fragrance Marketing	2	LIBERAL ARTS	36
LIBERAL ARTS	EC 242 - Microeconomics	3	<b>Total Credits:</b>	<b>61</b>
	EN 321 - Strategies of Business Communication	3		
	MA 321 - Data Analysis for Business Applications or MA 322 - Statistics, Machine Learning, and Data Mining	3		
Semester 7				
MAJOR AREA	CM 024 - Fragrance Knowledge Lab	1		
	CM 424 - Fragrance Knowledge	2		
	CM 442 - Global Brand Management in Cosmetics and Fragrance (in the Digital Age)	3		
LIBERAL ARTS	EC 345 - Fundamentals of Finance for Fashion Industries	3		
	choice - see Requirements: Liberal Arts/Foreign Language	3		
	choice - see Requirements: Liberal Arts/Other World Civilizations	3		
Semester 8				
MAJOR AREA	CM 423 - CFM Capstone - Innovation in Beauty	3		

**Fall 2025 Requirements:** See below.

**Liberal Arts and Sciences Course Content Requirements**  
**(24 AAS credits\* + 36 BS credits = 60 credits total)**

- **American History: 3 credits.**
  - EN 335 (G10)
- **Economics: 9 credits.**
  - EC 141\*
  - EC 242
  - EC 345
- **English: 12 credits.**
  - EN 131\* (or EN 121 transferred or taken prior to Fall 2024)
  - Three (3) credits of any 200- or 300-level EN literature or speech course\*
  - EN 321
  - CHOICE of Speech course: EN 241, EN 242, EN 244, EN 245
- **Foreign Language: 6 credits.** Two semesters of the same foreign language, one of which must meet General Education Foreign Language requirement (G8).
- **Mathematics: 9 credits.**
  - MA 222\*
  - MA 311
  - MA 321 or MA 322
- **Natural Science: 6 credits.**
  - CHOICE of any SC that meets SUNY (G3)\*
  - SC 149
- **Other World Civilizations: 3 credits.** CHOICE of PC 353, PC 354, PC 356, or SO 374 (G9).

**Liberal Arts Elective(s): 12 credits.\*** Select Liberal Arts courses from the following subject areas: AB (Arabic); CH (Chinese); EC (Economics); EN (English); FI (Film and Media Studies); FR (French); HA (History of Art); HE (Health Education) HE 201, HE 301; IT (Italian); JA (Japanese); HI (History); MA (Math); MC (Modern Languages and Cultures); MU (Music); PC (Political Science); PE (Physical Education and Dance) PE 215, PE 216,

PE 217; PL (Philosophy); PO (Portuguese); PY (Psychology); SC (Science); SO (Sociology); SP (Spanish); and SS (Social Sciences). See Liberal Arts Courses.

**Internship/Related Area Elective: 3 credits.**

IC 497 or AC 321, DM 435, EP 311, EP 360, EP 361

**NOTE:** Students must have taken the following courses prior to entering the program: AC 161 or MG 153 and EC 141.

***\*Credits from AAS will apply as appropriate***

FIT's 2+2 degree structure requires an earned AAS or equivalent plus all the BS or BFA degree requirements. For more information, please see Requirements for Degree Completion.

Upon graduating from the Cosmetic & Fragrance Marketing BS program, students will be skilled in the following:

1. **Corporate Social Responsibility and Sustainability:** Students will demonstrate the ability to make ethically responsible corporate decisions based on the four pillars of sustainability.
2. **Business Fundamentals:** Students will demonstrate the ability to make informed decisions utilizing current technology and business methodology to analyze present and predicted situations and opportunities connected to the beauty industry.
3. **Product Knowledge:** Students will show in-depth knowledge of the product categories and new products determined by consumer attitudes and global trends for the beauty industry.
4. **Innovation:** Students will provide innovative solutions to business problems using their olfactive capabilities and sensory analysis skills.
5. **Research and Critical Decision Making:** Through innovative research using primary, secondary and tertiary data and sensory analysis students will be able to evaluate and process

information gathered to arrive at business decisions which are both creative and mindful of the business climate in the global beauty business.

6. Globalism: Students will be able to apply their knowledge of national and international health and safety regulations in creating and marketing beauty products for the global marketplace.
7. Communication: Students will be able to produce written, oral and visual communication instruments for digital and traditional media which meet professional criteria.