

# CM: Cosmetics and Fragrance Marketing

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## **CM 023 — Cosmetic Product Knowledge Lab**

1 credit; 2 lab hours

Through laboratory and evaluation activities, students learn how cosmetics look, feel, and smell individually and when combined. In the studio, they compound products and begin to evaluate marketed cosmetics.

Prerequisite(s): SC 046, SC 146, and CM 341

Co-requisite(s): CM 323.

## **CM 024 — Fragrance Knowledge Lab**

1 credit; 2 lab hours

Through laboratory and evaluation activities, students learn how fragrance raw materials smell individually and when combined. Trained in the studio, they compound fragrances and learn to evaluate both fine fragrances and fragrances used in functional products.

Prerequisite(s): SC 046 and SC 146

Co-requisite(s): CM 424.

## **CM 151 — The Business of Beauty**

3 credits; 3 lecture hours

This course provides an overview of the techniques used to market consumer products in the beauty industry from ancient times to the present. The history, culture, and key entrepreneurs of this industry and the companies they built are examined.

## **CM 323 — Cosmetic Product Knowledge**

2 credits; 2 lecture hours

Students learn how cosmetics are created and manufactured for the marketplace and study the natural and synthetic raw materials used in the process. The marketability of cosmetics and regulatory issues in today's cosmetics business are also examined.

Prerequisite(s): SC 049, SC 149, and CM 341

Co-requisite(s): CM 023.

## **CM 341 — Cosmetics and Fragrance Marketing**

3 credits; 3 lecture hours

Students learn the basic principles of marketing for the cosmetics and fragrance industry. Global and external factors, corporate capabilities, product need, planning, promotion, and launch are considered.

## **CM 351 — The European Cosmetics and Fragrance Industries**

3 credits; 3 lecture hours

Students develop a firsthand understanding of the cosmetics and fragrance marketing process from the European perspective. Issues in product development, production, and retail marketing strategies are addressed through on-site visits to world-renowned manufacturers, suppliers, and retailers. Approximately three weeks in June.

Prerequisite(s): approval of instructor.

## **CM 423 — Cosmetic and Fragrance Product Development Workshop**

3 credits; 3 lecture hours

Through a workshop format, students develop and implement strategies to create products in the cosmetics and fragrance industries. Emphasis is on determining the need for new entries in the market and the interdepartmental teamwork required to successfully launch a company's product.

Prerequisite(s): CM 323, CM 341, and CM 424.

### **CM 424 — Fragrance Knowledge**

2 credits; 2 lecture hours

Learning about olfaction and the role played by the sense of smell, students examine how fragrances are created and manufactured for the marketplace. Natural and synthetic raw materials used in the manufacture of fragrances are studied. Students train in the classification of fragrances into odor families, evaluate the marketability of fragrances, and review the regulatory issues related to the business.

Prerequisite(s): SC 046 and SC 146

Co-requisite(s): CM 024.

### **CM 425 — Environmental Fragrancing**

3 credits; 3 lecture hours

This course provides a historical background in environmental fragrancing from its spiritual origins in the ancient world to its current market status. Students develop a knowledge of technical terminology and become familiar with home fragrance delivery systems and fragrance types used for environmental fragrances.

### **CM 442 — Global Brand Management in Cosmetics and Fragrance**

3 credits; 3 lecture hours

This course builds upon knowledge learned in CM 341 and focuses on the key components required to successfully manage a cosmetics or fragrance brand in a global environment. Topics include forecasting, planning, inventory management, global launch strategies, commerce partner selection, and growing profitability.

Prerequisite(s): CM 341.