

Cosmetics and Fragrance Marketing BS Degree Program

School of Business and Technology

Applications accepted for fall only. NYSED: 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. Curriculum below is for the entering class of fall 2020.

Semester 5		Credits
MAJOR AREA	CM 341 - Beauty Marketing for the Digital Age	3
RELATED AREA	MG 304 - Information Systems	2
LIBERAL ARTS	MA 311 - Mathematical Modeling for Business Applications**	3
	SC 149 - Chemistry for Cosmetics and Fragrances	3
	choice - see Requirements*: Liberal Arts/Speech	3
Semester 6		
MAJOR AREA	CM 023 - Cosmetic Product Knowledge Lab	1
	CM 323 - Cosmetic Product Knowledge	2
RELATED AREA	PK 302 - Packaging Design for Cosmetics and Fragrance Marketing	2
LIBERAL ARTS	EN 321 - Strategies of Business Communication	3
	MA 222 - Statistical Analysis	3
	SS 242 - Microeconomics	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	3
LIBERAL ARTS	SS 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 - Cosmetic and Fragrance Product Development Workshop	3
	CM 425 - Environmental Fragrancing	3
	IC 497 - Senior Internship: Career Planning	3
LIBERAL ARTS	EN 335 - Working Women in the United States: 1865 to Present	3
	choice - see Requirements*: Liberal Arts/Foreign Language	3
	choice - see Requirements*: Liberal Arts Electives	3
TOTAL CREDIT REQUIREMENTS		
	MAJOR AREA	21
	RELATED AREA	4
	LIBERAL ARTS	36
	Total Credits:	61

***Fall 2020 Requirements:** See below.

Liberal Arts: 36 credits

- **American History: 3 credits.** EN 335 (G10)
- **Economics: 6 credits.** SS 242 and SS 345
- **English and Speech: 6 credits.**
EN 321 and CHOICE of 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: 6 credits.** MA 311 and MA 222
- **Other World Civilizations: 3 credits.** CHOICE of SS 353, SS 354, SS 356, or SS 374 (G9)
- **Science: 3 credits.** SC 149

Liberal Arts elective(s): 3 credits.

Select Liberal Arts courses from the following subject areas:

AB (Arabic); **CH** (Chinese); **EN** (English); **FI** (Film and Media) – any FI course other than FI 205, 261, 361, 362, 461, and 462; **FR** (French); **HA** (History of Art); **HE** (Health Education) 201, 301; **IT** (Italian); **JA** (Japanese); **MU** (Music); **HI** (History); **MA** (Math); **MC** (Modern Languages and Cultures); **PE** (Physical Education and Dance) 215, 216, 217; **PL** (Philosophy); **PO** (Portuguese); **SC** (Science); **SP** (Spanish); and **SS** (Social Science).

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

Mathematics Proficiency must be completed prior to enrolling in MA 311. Mathematics Proficiency must be completed prior to enrolling in MA 222.

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.