

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. 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 2021.

Semester 5		Credits		
MAJOR	CM 341 - Beauty Marketing for the Digital Age	3	MAJOR AREA	21
AREA	MG 304 - Information Systems	2	RELATED AREA	4
RELATED AREA	MA 311 - Mathematical Modeling for Business Applications*	3	LIBERAL ARTS	36
LIBERAL ARTS	SC 149 - Chemistry for Cosmetics and Fragrances	3	Total Credits:	61
	choice - see Requirements*: Liberal Arts/Speech	3		
Semester 6				
MAJOR	CM 023 - Cosmetic Product Knowledge Lab	1		
AREA	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	CM 024 - Fragrance Knowledge Lab	1		
AREA	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	CM 423 - Cosmetic and Fragrance Product Development Workshop	3		
AREA	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				

