# 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.

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Semester		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
ANTO	SC 149 - Chemistry for Cosmetics and	d 3
	Fragrances choice - see Requirements*: Liberal	3
Compoter	Arts/Speech	
Semester		
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	EN 321 - Strategies of Business Communication	3
Anio	MA 222 - Statistical Analysis	3
	SS 242 - Microeconomics	3
Semester		J
MAJOR	CM 024 - Fragrance Knowledge Lab	1
AREA		ı
	CM 424 - Fragrance Knowledge	2
	CM 442 - Global Brand Management i Cosmetics and Fragrance	n 3
LIBERAL ARTS	SS 345 - Fundamentals of Finance for Fashion Industries	3
	choice - see Requirements*: Liberal Arts/Foreign Language	3
	choice - see Requirements*: Liberal	3
	Arts/Other World Civilizations	0
Semester		
MAJOR AREA	CM 423 - Cosmetic and Fragrance Product Development Workshop	3
	CM 425 - Environmental Fragrancing	3
	IC 497 - Senior Internship: Career Planning	3
LIBERAL	EN 335 - Working Women in the	3
ARTS	United States: 1865 to Present	
	choice - see Requirements*: Liberal Arts/Foreign Language	3
	choice - see Requirements*: Liberal Arts Electives	3
TOTAL OR		
TOTAL CR	EDIT REQUIREMENTS	

MAJOR AREA	21
RELATED AREA	4
LIBERAL ARTS	36
Total Credits:	61

### \*Fall 2021 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 249 formed decisions utilizing current
- 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 (for which

prerequisites have been met) from the following subject areas: AB (Arabic): CH (Chinese); EN (English); FI (Film and Media Studies); FR (French); HA (History of Art): HE (Health Education) 201. 301; IT (Italian); JA (Japanese); MU (Music); HI (History); NDAs(INVexts); dedisign/soletrich are both Languages and Cultures): **PE** (Physical Education and Dance) 215, 216, 217; PL (Philosophy); PO (Portuguese); SC (Science); SB. (Spanish): Students will be able to and SS (Social Sciences). Click on a prefix for a listing of courses available in the subject area.

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 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
  - creative and mindful of the business climate in the global beauty business.
- 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.