

# CM: Cosmetics and Fragrance Marketing

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## **CM 000 — COSMETIC MARKETING**

3 credits; 3 lecture hours

### **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): CM 341.

Corequisite(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 149.

Corequisite(s): CM 424.

### **CM 251 — The Business of Beauty 360°**

3 credits; 3 lecture hours

An introductory course which will provide students with a dynamic overview of the global beauty industry. Students will gain an understanding of the different sectors of the business and will experience through assignments, Harvard business case studies, in class exercises, and field trips, the many unique aspects of beauty as a business. Prominence will be given to the history of the beauty industry, the distinctive aspects of beauty marketing, and the role of cultural differences, which mold the business of beauty throughout the world.

## **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 149 and CM 341.

Corequisite(s): CM 023.

### **CM 341 — Beauty Marketing for the Digital Age**

3 credits; 3 lecture hours

This course focuses on the principles of marketing for the cosmetics and fragrance industry in the digital age and the many unique aspects of beauty as a business. Through an experienced-based approach, Harvard business case studies and workshops, students will learn the key topics in marketing including strategy, positioning, customer insights, the evolution of the retail environment, the omnichannel customer experience, social media, promotions, pricing, sales forecasting, and budget management. Prominence will be given to technology and how it disrupts the beauty industry.

### **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 363 — Beauty Entrepreneurship**

3 credits; 3 lecture hours

This course is cross-listed with EP 363 and is for CFM and EP major students or Creative Entrepreneurship minor students with approval of the entrepreneurship minor coordinator. This course provides a dynamic forum for students to identify new opportunities in the fragrance, cosmetics, and toiletries industries to create innovative business ideas and product concepts. Students will develop the skills and the materials necessary to launch ideas in the Beauty Entrepreneurship space turning them into viable new business ventures.

### **CM 401 — Environmental Fragrances for Non-CFM Majors**

2 credits; 1 lecture and 2 lab hours

This course will introduce students to the role of scent in multiple CPG categories. It will provide an in depth knowledge of these product categories, the companies that produce them, and the role of sustainability and CSR. Students will be design and evaluate functional fragrances, incorporating them into finished products, and running sensory evaluation studies and stability tests on them.

### **CM 402 — Color Cosmetics: Science and Creativity**

3 credits; 3 lecture hours

This course will provide students with a full understanding of the world of color cosmetics. They will explore the chemistry, the psychology, the development, and the manufacturing of color cosmetics. Through a series of lectures, workshops, and hands-on experiments students will learn to color match, evaluate, and produce industry ready palettes for all product categories including lip, eye, skin, and nails.

Prerequisite(s): CM 023 and CM 323.

### **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 149

Co-requisite(s): CM 024.

### **CM 425 — Environmental Fragancing**

3 credits; 3 lecture hours

This course provides a historical background in environmental fragancing 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 (in the Digital Age)**

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.

**CM 499 — Independent Study for  
Cosmetics & Fragrance Marketing**

1-3 credit

Prerequisite(s): a minimum 3.5 GPA and approval of instructor, chairperson and dean for Business and Technology.