

Cosmetics and Fragrance Marketing BS Degree Program

<http://fitnyc.edu/cfm>

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 2024.

Semester 5		Credits	LIBERAL	EN 335 - Working Women in the	3
MAJOR	CM 341 - Beauty Marketing for the	3	ARTS	United States: 1865 to Present	
AREA	Digital Age			choice - see Requirements*: Liberal	3
RELATED	MG 304 - Information Systems	2		Arts/Foreign Language	
AREA				choice - see Requirements*: Liberal	3
LIBERAL	MA 311 - Mathematical Modeling for	3		Arts Electives	
ARTS	Business Applications*		TOTAL CREDIT REQUIREMENTS		
	SC 149 - Chemistry for Cosmetics and	3		MAJOR AREA	21
	Fragrances			RELATED AREA	4
	choice - see Requirements*: Liberal	3		LIBERAL ARTS	36
	Arts/Speech			Total Credits:	61
Semester 6					
MAJOR	CM 023 - Cosmetic Product	1			
AREA	Knowledge Lab				
	CM 323 - Cosmetic Product	2			
	Knowledge				
RELATED	PK 302 - Packaging Design for	2			
AREA	Cosmetics and Fragrance Marketing				
LIBERAL	EN 321 - Strategies of Business	3			
ARTS	Communication				
	MA 321 - Data Analysis for Business	3			
	Applications				
	or MA 322 - Statistics, Machine				
	Learning, and Data Mining				
	SS 242 - Microeconomics	3			
Semester 7					
MAJOR	CM 024 - Fragrance Knowledge Lab	1			
AREA					
	CM 424 - Fragrance Knowledge	2			
	choice - see below**	3			
LIBERAL	SS 345 - Fundamentals of Finance for	3			
ARTS	Fashion Industries				
	choice - see Requirements*: Liberal	3			
	Arts/Foreign Language				
	choice - see Requirements*: Liberal	3			
	Arts/Other World Civilizations				
Semester 8					
MAJOR	CM 423 - Cosmetic and Fragrance	3			
AREA	Product Development Workshop				
	CM 363 - Beauty Entrepreneurship, CM	3			
	402 - Color Cosmetics: Science and				
	Creativity,				
	or CM 425 - Environmental				
	Fragrancing				
	choice - see below**	3			

***Fall 2024 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 321 or MA 322
 - Mathematics Proficiency must be completed prior to enrolling in MA 222 and MA 311
 - MA 222 must be completed prior to enrolling in MA 321 or MA 322
- **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 Studies); FR (French); HA (History of Art); HE (Health Education) HE 201, HE 301; IT (Italian); JA (Japanese); HI (History); MA (Math); MC (Modern Languages and Cultures); MU (Music); PE (Physical Education and Dance) PE 215, PE 216, PE 217; PL (Philosophy); PO (Portuguese); SC (Science); SP (Spanish); and SS (Social Sciences). See Liberal Arts Courses.

****CM 442** required core class may be taken in the 7th or 8th semester. Related Area Elective choice to be taken in 7th and 8th semesters. Choose from the following: IC 497 or AC 321, DM 435, EP 311, EP 360, EP 361, FM 326, FM 308, FM 331.

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

OVERALL BACHELOR'S DEGREE REQUIREMENTS

FIT's 2+2 degree structure requires an earned AAS or equivalent plus all the BS or BFA degree requirements.

This structure includes the following overall bachelor's degree graduation requirements:

- 120–126 total earned credits
- 30 credits in General Education credits approved by the State University of New York (SUNY)

BS degrees New York State guidelines:

- 60 credits in liberal arts
- 60–62 credits in major and related area, including a minimum of 24 credits in 300- to 400-level major and related area coursework

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.