

## FIT BEAUTY INDUSTRY ESSENTIALS ONLINE PROGRAM

### CAREER DISCOVERY PROGRAM

#### Program Overview

FIT's Beauty Industry Essentials online certificate program provides an in-depth introduction to critical aspects of the beauty and cosmetics industries, and provides you with the tools and skills you need to launch or advance a successful career.

The program includes seven on-demand courses on topics including Product Development, Packaging, Marketing and Merchandising, Cosmetics, Fragrance, Media, and more. Total length of each course is 2-3 hours, and each course is broken into several shorter modules that you complete at your own pace. The courses are taught by FIT faculty and industry experts, and are structured to provide:

1. Issue-oriented lessons on key career paths within the beauty and cosmetics industries
2. Real-world activities and assignments designed to explore the lessons in more depth
3. Career advice and insights with seasoned experts and young professionals within the industry

**Students who complete the program will receive a non-credit Certificate of Achievement from FIT.**

If you have a passion for beauty, Beauty Industry Essentials is a great way to gain the critical knowledge and skills necessary to launch or advance a successful career in the beauty and cosmetics industry.

#### Key Benefits

- Certificate of achievement (non-credit) from a globally ranked university
- Learn directly from leading academic and industry experts
- Real industry scenario assignments
- 100% online and self-paced



## **COURSE 1. INTRODUCTION TO THE BEAUTY INDUSTRY**

This course introduces the beauty industry as a center of innovation, where newness in artistry, manufacturing processes, technology, and products drives success. Learners will explore the history of the beauty industry to discover where today's brands and products got their start. They will look at the impact of the digital age and how beauty has been redefined. And they will consider the future of beauty as Allure Editor Michelle Lee presents her ideas on what's coming next.

This course serves as an introduction to the series. In addition, it contains brief interviews with industry icons and experts in the field who share their personal stories and career advice.

### **Modules:**

- Welcome to Beauty Essentials
- The Changing World of Beauty
- History of the Beauty Industry
- Beauty in the Digital Age
- The Future of Beauty
- Career Path Possibilities

### **After completing course 1, students will be able to:**

- Discuss the beginnings of the beauty industry, citing specific trends
- Describe the impact of digital technology on the world of beauty
- Identify beauty trends and innovations that will be important in the future
- Appreciate the vast scope of the beauty industry, its products and its career opportunities

### **Contributors:**



Virginia Bonofiglio / Assistant Professor and Associate Chairperson, Cosmetics and Fragrance Marketing



Tiffani Carter-Thompson / Integrated Digital Marketing & Influencer Relations Expert



Michelle Lee / Editor-in-Chief, Allure



## COURSE 2. THE COSMETIC WORLD AND BEAUTY ARTISTRY

This course presents two important aspects of color in the world of beauty: the cosmetics industry and the field of color analysis. Mana senior vice president Victoria Colangelo takes learners inside the cosmetics industry, into the processes, materials, and skill areas that define it. Learners will find out how manufacturers create the array of products available today and how they innovate to develop newer and better offerings. Then in part two of the course, FIT professor Dominique Isbecque discusses color analysis: what it is and how it's done. Learners discover how color analysts view and select color for their clients.

### Modules:

- Welcome & Course Overview
- The Cosmetics Industry
- An Overview of the Cosmetics Industry
- Diversity in Product Forms
- Manufacturing Techniques
- Color in the World of Cosmetics
- Color in Our World
- How the Pros Do It
- Review & Career Story

### After completing course 2, students will be able to:

- Describe the diversity of product forms and special effects available in color cosmetics
- Develop an idea for a “hybrid” product that solves a consumer problem
- Differentiate between private label and contract color cosmetic manufacturers
- Describe the manufacturing techniques leading to innovative textures and pigments
- Outline the process of color analysis
- Explain the benefits of color analysis
- Describe the career opportunities available in this industry

### Contributors:



Victoria Colangelo / Alumni - Sr. Vice President,  
Mana Cosmetics



Dominique Isbecque / Adjunct Instructor, Image  
Consulting Adjunct Instructor, Image Consulting



### COURSE 3. THE BUSINESS OF FRAGRANCE

This course explores fragrance and the fragrance industry. FIT professor Virginia Bonofiglio provides a guided tour of the fragrance landscape, introducing terminology and insights that bring the phenomenon of scent to life. Then Jillian Friedman presents the business side of fragrance, including the jobs and roles within the industry. She explains the fragrance evaluation process, and gives learners a picture of how fragrances are developed and marketed. Learners will gain an appreciation for what fragrance is, how it is used, and how it is perceived.

#### After completing course 3, students will be able to:

- Describe the various roles and professions in the fragrance industry
- Discuss how fragrance is designed and used across multiple categories
- Provide examples of raw materials used in fragrance
- Create a “fragrance triangle”
- Describe the steps involved in the fragrance evaluation process
- Evaluate the different fragrance categories based on their structure and odor
- Use your description of a fragrance to develop text for a fragrance ad
- Describe career opportunities available in this industry

#### Modules:

- Welcome & Course Overview
- Introduction to Fragrances
- The Sense of Smell
- Naturals and Synthetics
- The Fragrance Triangle
- The Fragrance Industry
- Why Fragrance is Important
- Jobs in Fragrance
- Fragrance Evaluation
- Language, Marketing, and Performance
- Review & Career Story

#### Contributors:



Virginia Bonofiglio / Assistant Professor and Associate Chairperson, Cosmetics and Fragrance Marketing



Jillian Friedman / Adjunct Instructor, Fragrance Marketing



Linda Song / Perfumer, Givaudan



## COURSE 4 BEAUTY PRODUCT KNOWLEDGE & DEVELOPMENT

The world of beauty requires both art and science, and it's difficult to succeed in one area without an appreciation for the other. In this course, FIT professor Robert Fuller introduces learners to the chemistry behind their favorite beauty products. Learners will consider a product's journey from the lab bench to the store shelf, and they will reflect on the real and perceived benefits that set certain products apart. Then FIT professor Delphine Horvath delves further into the product development process, describing how innovation and production take place. Learners will discover how the world of beauty is structured, and they will see that the first step in creating a new product is analyzing the market landscape.

### After completing course 4, students will be able to:

- Articulate the common forms of cosmetic products and their benefits
- Recognize differences in product forms
- List the benefits associated with different product forms and ingredients
- Differentiate between real and perceptual benefits
- Describe the beauty product development process
- Outline the product innovation process
- Explain what is meant by "product development funnel"
- Produce a competitive product analysis
- Demonstrate the importance of new ingredients in product innovation
- Describe the career opportunities available in this industry

### Modules:

- Welcome & Course Overview
- Product Knowledge
- Product Forms & How Products are Used
- Categories of Product Forms
- Formulation
- Manufacturing
- Going From the Lab Bench Production to the Store Shelf
- Product Development
- Market Landscape
- Market Entry Strategy
- Steps in the Product Development Process
- Product Innovation
- Review & Career Story

### Contributors:



Robert Fuller / Adjunct Instructor, Product Development



Delphine Horvath / Assistant Professor, Cosmetics and Fragrance Marketing



## **COURSE 5 DESIGNING BEAUTY - PACKAGING AND PRESENTATION**

FIT professors Marianne Klimchuk and Candace Allenson introduce learners to the profession of beauty packaging design in this course. They reveal the design process, focusing on the professional roles and responsibilities of designers within the industry. Learners will see how professional packaging designers use color, structural design, typography, and printing techniques to create not just a package, but a communication and marketing tool. Learners will look at how the designer moves from research and inspiration to sketches and prototypes, with actual packaging and portfolio work as examples.

### **After completing course 5, students will be able to:**

- Discuss packaging design as a communication and marketing tool in the beauty sector
- Describe the role of packaging designer
- Describe the materials and technology of packaging for beauty products
- Outline the steps that a team moves through to get a packaging design ready for marketing
- Explain how packaging designers create impact in their designs
- Describe the career opportunities in packaging and design

### **Modules:**

- Welcome & Course Overview
- The Packaging Design Profession
- What is Packaging Design
- The Packaging Designers
- The Packaging Design is the Brand
- Communicating Brand Using Design Elements in Packaging
- Anatomy of a Package
- Professional Methodology
- The Design Process
- A Student Portfolio
- Launching a Brand Extension
- Review & Career Story

### **Contributors:**



Marianne Klimchuk / Professor, Packaging Design



Candace Allenson / Adjunct Instructor, Packaging Design



## **COURSE 6 BEAUTY MARKETING AND MERCHANDISING**

Is “marketing” the same as advertising? Is it the same as sales? This course explains what marketing is and is not, looking specifically at examples from the beauty industry. With FIT professor Meeta Roy, learners will explore the marketing process. They will find out how marketing professionals use the marketing mix and why they care about market segmentation. They will get a marketing view of today’s beauty industry, including important trends to watch.

### **After completing course 6, students will be able to:**

- Discuss global marketing management fundamentals in the beauty industry.
- Outline the marketing process
- Explain the use of the marketing mix
- Define “market segmentation”
- Analyze the strategy used to market a specific product and suggest ways to enhance or change it
- Discuss current beauty industry trends
- Describe the career opportunities available in this industry

### **Modules:**

- Welcome & Course Overview
- Introduction to Marketing in the Beauty Industry
- Marketing Basics
- Market Segmentation
- Customer Relationship Management
- Building Customer Relationships
- The Marketing Environment
- The Marketing Mix
- Fundamentals of Global Marketing Management
- Today’s Industry: Facts, Trends, and Careers
- Today’s Industry
- Industry Trends
- Review & Career Story

### **Contributors:**



Meeta Roy / Assistant Professor and  
Luxury Brand Consultant



## COURSE 7 BEAUTY MEDIA

This course walks learners through the foundations of beauty journalism, looking at how writing for beauty magazines differs from writing beauty content for the internet. It looks at social media and its impact on the beauty industry. In the course, learners will hear from Allure magazine editors Michelle Lee, Danielle Pergament, Sophia Panych, Terron Moore, and Rawan Eewshah. With these inside views of the industry, learners will gain insight into the career possibilities it offers.

### Modules:

- Welcome & Course Overview
- The Language of Beauty
- How to Communicate about Beauty in Magazines
- How to Communicate about Beauty Online
- Social Media
- Finding Your Social Voice
- The Impact of Social Media
- Review & Career Story

### After completing course 7, students will be able to:

- Discuss the challenges faced by professionals in beauty media
- Explain the skills and knowledge needed to write for print
- Explain the skills and knowledge needed to write online
- Discuss the impact of social media on this industry
- Describe the career opportunities available in this industry

### Contributors:



Michelle Lee / Editor in Chief, Allure



Danielle Pergament / Executive Editor, Allure



Sophia Panych / Digital Beauty Director, Allure



Terron Moore / Social Media Director, Allure



Rawan Eewshah / Senior Editor, Allure

