

Beauty Industry Merchandising & Marketing

The Beauty Industry Merchandising & Marketing Program is a comprehensive curriculum that offers students an insight into the World of Beauty, as it reveals the complexities and challenges of each of the components and factors that make-up the industry. The Beauty major offers theoretical and practical disciplines as well as interactive demonstrations and hands-on application in a broad range of subjects from concept, product and package development in strategic planning, brand management, communications, and entrepreneurship. Graduates will possess the knowledge, language, and skills to distinguish career opportunities in many fields including Marketing, Product Development, Management, Package Design, Entrepreneurship, Sales, Retail Operations, Spa, and Wellness.



Learning to develop beauty products is one aspect of the program.

Learning presentation skills builds confidence for a dynamic career in the Beauty Industry.



Associate of Arts BEAUTY INDUSTRY MERCHANDISING & MARKETING

COSM 2100	Introduction to Beauty: Fragrance & Treatment Industries	3
COSM 2250	Beauty: Brand Imaging	3
COSM 2350	Beauty: Fundamentals of Fragrance	3
COSM 2450	Beauty: Fundamentals of Cosmetics	3
COSM 2480	Communication & Presentation Skills	3
COSM 2500	Beauty: Promotion & Presentation	3
COSM 2550	Beauty: Fundamentals of Body & Hair Care	3
COSM 2650	Principles of Beauty Technology	3
COSM 2750	Package Development & Design	3
COSM 2850	Beauty: Marketing & Finance	3
COSM 2920	Beauty: Global Business	3
COSM 2950	Beauty: Principles of Entrepreneurship	3
COSM 2960	Beauty: Wellness/Spa	3
GNST 1040	English Composition	3
GNST 1180	Technology for Business Applications	3
GNST 1230	Color & Design Theory	3
GNST 1450	College Mathematics	3
GNST 1600	Effective Speaking	3
GNST 1650	Critical Thinking	3
GNST 2420	Survey of Western Art II	3
GNST 2720	Ethics	3
GNST 2960	American Political & Economic History	3
GNST 2980	Professional Practices	3
MMKT 2320	Consumer Behavior	3
MMKT 2880	Marketing Essentials	3
MRCH 1700	Merchandise Math	3
MRCH 1750	Merchandising Strategies	3
VCOM 1380	Introduction to Digital Imaging	3
VCOM 1850	Trends: Past, Present, & Future	3
VCOM 2180	Computer Rendering	3
	Total Units of Credit	90

Professional Designation BEAUTY INDUSTRY MERCHANDISING & MARKETING

COSM 2100	Introduction to Beauty: Fragrance & Treatment Industries	3
COSM 2250	Beauty: Brand Imaging	3
COSM 2350	Beauty: Fundamentals of Fragrance	3
COSM 2450	Beauty: Fundamentals of Cosmetics	3
COSM 2480	Communication & Presentation Skills	3
COSM 2500	Beauty: Promotion & Presentation	3
COSM 2550	Beauty: Fundamentals of Body & Hair Care	3
COSM 2650	Principles of Beauty Technology	3
COSM 2750	Package Development & Design	3
COSM 2850	Beauty: Marketing & Finance	3
COSM 2920	Beauty: Global Business	3
COSM 2950	Beauty: Principles of Entrepreneurship	3
COSM 2960	Beauty: Wellness/Spa	3
GNST 1230	Color & Design Theory	3
GNST 2720	Ethics	3
GNST 2980	Professional Practices	3
MMKT 2320	Consumer Behavior	3
MMKT 2880	Marketing Essentials	3
MRCH 1700	Merchandise Math	3
VCOM 1380	Introduction to Digital Imaging	3
VCOM 2180	Computer Rendering	3
	Total Units of Credit	63

Imaginative product displays and presentations wow Beauty Industry movers and shakers visiting FIDM.

