

ASSOCIATE OF ARTS

BEAUTY INDUSTRY MERCHANDISING & MARKETING

MORE THAN SKIN DEEP Beauty may be glamorous, but its allure goes more than skin deep. It's also a growing multi-billion-dollar industry packed with ample opportunity to flex creative muscles and hone business and marketing skills. Beauty industry insiders design and promote the skin, hair, body, fragrance, and color products that help everyone look and feel his or her best. Wouldn't that be a nice thing to do?

A CLOSER LOOK

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.

“Love of beauty is Taste. The creation of beauty is Art.”

Ralph Waldo Emerson, Essayist/Poet

WHAT WE TEACH

Our program teaches entrepreneurial skills and hands-on experience in product and package development, marketing, strategic planning, and brand management.

KNOWLEDGE IS POWER

1/4

The portion of L'Oreal owned by Swiss chocolate company Nestlé

SHHH... On a Study Tour to New York, FIDM Students were able to see cult favorite face cream Crème de la Mer being made and even got a peek at the secret ingredient.

1952 The year Revlon's "Fire and Ice" lipstick campaign won an award for best advertising

Q What is the name of OPI's top-selling nail polish shade?

A I'm Not Really a Waitress

FIDM FACT Entrepreneur and author Poppy King, the "Lipstick Queen," came to FIDM to speak with FIDM Students and Alumni.

2000 The number of perfume bottles in the only perfume museum in the United States, FIDM's Annette Green Perfume Museum



Student presenting class project

ASSOCIATE OF ARTS

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 1230	Color & Design Theory	3
GNST 1450	College Mathematics	3
GNST 1600	Effective Speaking	3
GNST 1650	Critical Thinking	3
GNST 2120	Ethics	3
GNST 2420	Survey of Western Art II	3
GNST 2960	American Political & Economic History	3
GNST 2980	Professional Practices	3
MMKT 2320	Consumer Behavior	3
MMKT 2880	Marketing Essentials	3
MRCH 1550	The Retail Environment	3
MRCH 1700	Merchandise Math	3
VCOM 1380	Introduction to Digital Imaging	3
VCOM 1850	Trends: Past, Present & Future	3
VCOM 2180	Computer Rendering	3
VCOM 2350	Computer Graphics	3
	Total Units of Credit	90

PROFESSIONAL DESIGNATION

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
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MMKT 2880	Marketing Essentials	3
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VCOM 2180	Computer Rendering	3
VCOM 2350	Computer Graphics	3
	Total Units of Credit	63

“FIDM has the most comprehensive and well rounded Beauty Industry Program available,” said self-described “beauty junkie” and Beauty Industry Merchandising & Marketing Grad Kristin Tsuchimoto, who works with companies like Sephora and Henri Bendel as an Account Manager for BORBA.