

FIDM OFFERS AN ASSOCIATE OF ARTS (A.A.) AND AN  
A.A. PROFESSIONAL DESIGNATION DEGREE PROGRAM IN

# BEAUTY MARKETING & PRODUCT DEVELOPMENT

## The Beauty Marketing & Product Development Program

offers a comprehensive curriculum that prepares students for successful careers in the business of beauty. This program reinforces theoretical and practical disciplines that emphasize the development of new products, marketing and branding, and technological, operational, and promotional strategies that affect business development and consumer behavior in the global beauty market.



## WHY FIDM?

Students intern with top beauty brands including Smashbox Cosmetics, Stila, Pixi, Jurlique, and Wet n Wild. We partner with companies such as Kiehl's Since 1851 who work closely with our students as they learn hands-on skills in a project-oriented environment.

The program is so specialized and intensive that it uniquely provides students with the real world skills that allow them to hit the ground running when they begin working in the industry. Instructors have held positions at beauty powerhouses including Estée Lauder, GLAMGLOW, Pixi, Kiehl's Since 1851, NYX Cosmetics, Ziba Beauty, and Jurlique in product development, global marketing, sales, and operations.

This pioneering program immerses students in all aspects of the industry, from color cosmetics to fragrance, skincare, haircare, and men's. They learn to identify trends, forecast opportunities, and develop and market products.



“Our students are entrepreneurial and intrapreneurial-minded and seek ways to bring those talents to the world of beauty. Our classes are enriched by professors from the industry who bring their experience into the classroom, uniquely providing students with a full understanding of what to expect upon graduation.”

- Geovanna Waters, Instructor,  
Auraline Beauty, VP of Sales



# DEGREES OFFERED IN THIS PROGRAM

## ASSOCIATE OF ARTS

The Beauty Marketing & Product Development Associate of Arts (A.A.) Program is a 90-unit degree program.

## ASSOCIATE OF ARTS, PROFESSIONAL DESIGNATION

The Beauty Marketing & Product Development Associate of Arts (A.A.) Professional Designation Program is a 48-unit degree program open to those who already hold an accredited college degree or who have a minimum of 45 semester units (67 quarter units) of transferable academic coursework.

## WHAT COMES NEXT?

Many students choose to pursue full-time careers right after graduation. Others decide to pursue further studies by applying for one of the following degree programs:

- >> Advanced Study in Beauty Industry Management
- >> B.S. in Business Management
- >> B.A. in Professional Studies
- >> MBA Master of Business Administration

*Individual student advisement is available to determine eligibility.*

# WHAT WE TEACH

## In our program, students will learn the skills to:

- >> Create an innovative beauty brand.
- >> Conduct market and trend research to identify and target market opportunities.
- >> Develop effective online and traditional marketing plans and in-store programs that drive awareness and sales.
- >> Apply business strategies and tactics, and effectively communicate and collaborate as part of a team.
- >> Understand the technology and science behind beauty products and packaging.
- >> Utilize countless networking opportunities, including meeting with executives from beauty companies during FIDM Study Tours in San Francisco and Los Angeles.

# CAREERS AFTER FIDM

Beauty Marketing & Product Development graduates work for top beauty brands such as **Smashbox, Stila, Too Faced, GLAMGLOW, NYX Cosmetics, and Anastasia** in positions including Product Development, Social Media, Brand Management, Sales/Internal Education, and Operations.

Our Career Center has cultivated a database of thousands of employer contacts nationwide with the singular goal of providing our students and graduates with industry-related internships and employment.



## ALUMNA SUCCESS STORY

**NAME:** Kia  
Ragland

**JOB:** Smashbox  
Manager of  
Global Product  
Development

At Smashbox, Kia Ragland is responsible for taking a project from concept to market. Each season she manages multiple launches that involve everything from presenting an idea to developing a formula and creating shades. She works closely with multiple departments throughout the development process.

## WHAT DO YOU LOVE ABOUT YOUR JOB?

I love the creativity that comes along with my job and being able to have a voice in what products we launch.

## HOW DID FIDM PREPARE YOU FOR YOUR CAREER?

FIDM taught me how to work at a fast pace, under pressure as well as how to work with others in a group setting. I also learned how to network which really helped to get my foot in the door and brand myself.

For important information about the completion rate, educational debt, and earnings of students who attended this program, go to [fidm.edu/go/ge/bmpd](http://fidm.edu/go/ge/bmpd).

FIDM IS ACCREDITED BY WASC AND NASAD.

FIDM is an Equal Opportunity/Affirmative Action Institution.

The information in this publication was confirmed at the time of original publication.



@FIDM



FIDMCollege



@FIDM



/FIDMCollege



/FIDM



FIDM

To find out more, text **FIDMStudy** to **57682**

Msg&Data Rates Apply. Reply STOP to Cancel, HELP for Help.