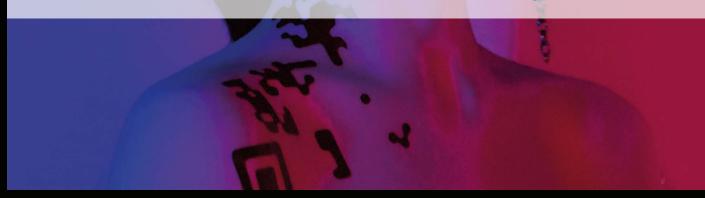**istitutomarangoni**

PROGRESSION COURSE
IN FRAGRANCES AND COSMETICS
MANAGEMENT   Version 01

Brief Descriptive Summary

Over the past 80 years Istituto Marangoni has grown and developed alongside the thriving Italian fashion and design industry. Through an exciting curriculum aimed to develop practical, creative, and business and management skills which are subject specific, and relevant to the international fashion industry, Istituto Marangoni courses prepare trainees in subjects such as Fashion Design, Luxury Brand Management, Marketing and Promotion, Fashion Business and Communication, Buying and Merchandising.

General Information

1. Certification attained

Istituto Marangoni Certificate

Programme Information

2. Educational & Programme Aims

Educational Aims:

The educational aims are:

• to develop flexible approaches to programme delivery and trainee support, which reflect the needs and expectations of our learners;
• to provide a supportive and inclusive learning environment which will enable success for all learners;
• to encourage the development of intellectual ability, creativity, independence, critical self-awareness, imagination and skills that will enhance global employment opportunities on completion from all courses;
• to establish a culture of constant improvement in learning, teaching and assessment that is anticipatory, enabling, supportive, rewarding and fully aligned with the Institutions vision and strategic objectives;
• to provide a learning experience that is informed by research, reflective practice and engagement within the fashion, design and creative industries.

Programme Aims:

The programme targets candidates aspiring to a career in the brand and/or product management fields within the fragrance and cosmetic industry. It will cover every aspect of the brand and product managers' role, including motivating consumers, creating desire, building trust, merchandising, product development, marketing, branding and communication skills to build a successful brand vision and strategy and reach new markets.

This full-time two-year programme provides comprehensive knowledge of the lifecycle of luxury level perfume and cosmetic products, with valuable insights into product development, storytelling and industry-specific brand management strategies. The plan of study combines theory and hands-on practice to promote interaction between all those involved in creating and marketing fragrances and beauty products, including skincare and make-up.

You will explore critical issues related to the planning, development, production, omnichannel distribution, buying, branding and marketing of fragrances and cosmetics with a focus on licensing.

As a student, you will learn to combine creative acumen, technical expertise and strategic thinking, turning imaginative ideas into successful products.

With dedicated learning modules on branding strategies, fragrance product design, history of perfumery and cosmetics, nose training techniques alongside production and communication processes, sociology, anthropology and psychology, you will have the unique opportunity to build an extensive skill set to manage every aspect of product and brand development.

You will learn how to adapt communication, marketing and promotional techniques to reach sales goals and apply key strategies for perfumery and beauty businesses.

As you will progress into your two-year programme, the focus will expand to include intangible elements – customer relationships, the impact of social media and creating engaging consumer experiences – along with more tangible branding elements, such as product attributes (quality, features, and design), the difference between brand image and brand identity, packaging, and labelling. An additional focus is placed on economics and finance; You will learn to measure profitability, ensure compliance with budgets and strategies, and implement specific cost control systems. By examining the cultural, social, and historical dynamics in the fragrance and cosmetics markets, you will also understand the influence of trends and the tastes and habits differences in many countries and their impact on sales performance.

The programme includes development of digital skills aligned with current and emerging tools, Industry standards CAD software, digital mediums and technologies employed within Fragrances and Cosmetics Industries with the aim to support and allow practical application of the taught knowledge.

The programme will also provide an overview of current issues affecting the industry, including sustainability, inclusivity, and digital transformation, leading to a deep understanding of cosmetic products' social and environmental impact to foster a sustainable approach. Experienced managers will mentor you therefore you will acquire problem-solving skills through case-based learning.

3. Course Learning Outcomes

On successful completion of the course, trainees will be able to:

PLO1: Independently source, navigate, analyse, communicate and apply extensive research material from a variety of sources to the development of responses to written and creative briefs.

PLO2: Independently analyse, reflect and evaluate critically, across different contexts and environments within Fragrances & Cosmetics industries; involving the different methods and principles employed within professional practice.

PLO3: Autonomously engage creatively in the generation, and realisation of concepts and solutions to Business briefs, relevant to context and audience; utilising innovation and informing professional outcomes.

PLO4: Demonstrate advanced application of current and emerging processes, tools, materials, digital mediums and technologies employed within beauty Industries; enabling Independent selection and use of appropriate tools, to create professional standard outcomes and solutions.

PLO5: Communicate professionally in presenting research, ideas, reasoned arguments, and design work in a range of situations, in visual, oral, and written forms, employing relevant IT skills where appropriate.

PLO6: Apply entrepreneurial skill, innovation and enterprise to positioning your own work and operating effectively within the context of the professional practice and environment of luxury and related beauty Industries.

PLO7: Independently manage yourself constructively, efficiently, and ethically addressing sustainability, in order to produce coherent, relevant and critical visual and written work, which conforms to specific conventions of referencing.

PLO8: Work effectively with others, through collaboration, collective endeavour and negotiation to achieve the shared objectives.

PLO9: Employ complex knowledge and critical understanding of global, economic, historical, theoretical, ethical, social, cultural, political and environmental contexts and frameworks, pertaining to current and emerging luxury industries and markets.

4. Teaching/Learning and Assessment Strategy

Curriculum:

The programme, structured in two distinct and independent levels, ranges from an introductory level, working through to a higher comprehension of skill and study. This enables a 'flexible learning' whereby the participant can choose when to build on their experience, by progressing from one level to another, giving them complete control on their own progress and achievement. On successful completion of both levels of the programme participants have the necessary skills to enter the industry on different levels, or to progress further in their studies to a higher level of comprehension and skill.

With dedicated learning modules on branding strategies, fragrance product design, history of perfumery and cosmetics, nose training techniques alongside production and communication processes, sociology, anthropology and psychology, participants will have the unique opportunity to build an extensive skillset to manage every aspect of product and brand development. Students will learn how to adapt communication, marketing and promotional techniques to reach sales goals and apply key strategies for perfumery and beauty businesses.

As they progress into their two-year programme, the focus will expand to include intangible elements – customer relationships, the impact of social media and creating engaging consumer experiences – along with more tangible branding elements, such as product attributes (quality, features, and design), the difference between brand image and brand identity, packaging, and labelling. An additional focus is placed on economics and finance; participants learn to measure profitability, ensure compliance with budgets and strategies, and implement specific cost control systems. By examining the cultural, social, and historical dynamics in the fragrance and cosmetics markets, they will also understand the influence of trends and the tastes and habits differences in many countries and their impact on sales performance.

The programme will also provide an overview of current issues affecting the industry, including sustainability, inclusivity, and digital transformation, leading to a deep understanding of cosmetic products' social and environmental impact to foster a sustainable approach. Experienced managers will mentor participants so they can acquire problem-solving skills through case-based learning.

Assessment:

Formative Assessments:

This consists in a daily interaction with the tutors that through feedback help the trainees to adopt a critical appraisal of their own learning experience, and helps them assess their own performance in relation to the learning outcomes set for each element of study.

Summative Assessments:
These are formal assessments and are a means of gauging trainee learning, at a particular point in time, relative to established marking criteria (Learning Outcomes). Summative assessments can occur during as well as at the end of each unit on specific evidence of trainee work, examples as follows:

Portfolio Assessment is used to assess a variety of projects that have been developed throughout the unit and contained within a single folder or portfolio. Portfolio assessment could take a variety of formats depending on the subject and stipulated by the tutor.

Practical and class-based projects allow trainees to apply their theoretical understanding of a specific subject area.

Written Reports are required in some study areas and these will in some cases be a response to industry briefs, allowing trainees to reflect real industry requirements and to present work to industry standards through report writing.

Presentations are used in some subjects to allow trainees to develop their creative, professional communication and presentation skills, formalising their arguments in a critical manner. When giving presentations trainees are actively encouraged to embrace new technologies and media in an innovative way where appropriate.

5. Course structures

Level 1 • Duration: 24 weeks

Unit Title
Introduction to the Fragrance & Cosmetics System
Developing the Fragrance & Cosmetics Environment

Level 2 • Duration: 24 weeks

Unit Title
Emotional Branding
Communicating Luxury

6. Personal Development Planning

PDP/Individual Development Tutorial.
The Director of Education and the Academic Service support the personal development of trainees. One-to-one appointments may be made by phone, through the receptionists or by email. Trainees can expect to be seen almost immediately to discuss any issues they may have.

7. Career Service for Three Year Programmes

The Director of Education has the responsibility for implementing the strategic direction of the courses and the co-ordination of the academic teams and administration, necessary for the successful day-to-day operation of the training centre.
The Tutors' responsibilities include:
1. all matters pertinent to the proper day-to-day operation of the programme involving leading and supporting trainees;
2. advice to the Director of Education on appropriate delivery for the continuing development of the programme;
3. recommendations in areas for curriculum development;
4. liaison with the Student Support Officer to ensure appropriate study support is available to trainees;
5. recommendation of the appropriate level of resource required for the Unit;
6. maintaining the quality of educational standards.

8. Trainee Support Strategy

Istituto Marangoni's departmental policies ensure that various mechanisms are in place to enhance the trainee experience, in a pedagogic, practical and pastoral way:
a. programme handbooks provide relevant information to trainees;
b. the use of the Library, online resources (where available), and the centre facilities help trainees to reach the skills and knowledge expected on the course;
c. Tutors and the Director of Education guide trainees to the most appropriate help.

Student Support Officers
Istituto Marangoni provides Faculty Student Support Officers, who act as the first point of contact for trainees for pedagogical counselling.
For matters of pastoral care the Student Support Officers help in:
• finding their way around;
• managing their time;
• dealing with stress;
• exam tips;
• getting the best from their course;
• understanding and applying the Training centre's rules;
• anything else the officers can advise on.

One-to-one appointments may be made by phone, through the receptionists or by email. Where possible trainees can expect to be seen almost immediately, or contacted to arrange a suitable time.

9. Trainee Feedback
Trainee feedback is essential to programme development and trainee comments are used to enhance both the successful management of the programme and the teaching/learning strategies.
Istituto Marangoni gathers trainee opinion in a variety of ways, which may include the following:
• informal contact with the Tutor, and through appointments with academic staff;
• end of course online questionnaires where trainees will be invited to reflect on their overall experience at the Training centre.

Istituto Marangoni would prefer that on most occasions trainees be identified when giving constructive feedback on the course and teaching methods. There might be occasions when it is not appropriate and Istituto Marangoni recognises this exception. In these instances, programme teams and central support services will ensure that anonymity and confidentiality is respected.