



BA FRAGRANCES & COSMETICS PRODUCT AND COMMUNICATION

MILÃO

inglês e italiano

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FRAGRANCES & COSMETICS PRODUCT AND COMMUNICATION

O curso é focado em todas as indústrias e mercados da Beleza — Perfumes, Maquiagem, Skincare, Cabelo, Bem-estar — aprofundando suas sinergias com os universos da Moda e do Design. As cadeias de suprimento de cada setor são analisadas criticamente, desde as matérias-primas até o comportamento do consumidor. Como resultado, os alunos aprendem a gerenciar o desenvolvimento de produtos, marketing e operações, implementando soluções criativas e estratégicas alinhadas aos objetivos de sustentabilidade, inclusão e transformação digital.

O curso investiga o universo da Beleza e suas contaminações com a Moda, explorando também as sinergias com o Design. Os mercados consumidores de Perfumes e Cosméticos são abordados em nível internacional, compreendendo as práticas estéticas, simbólicas e rituais relacionadas à aparência pessoal e ao bem-estar. Os alunos estudam a história das tendências estéticas, a antropologia social e a psicologia, adquirindo o repertório cultural necessário para entender o comportamento do consumidor, o branding e a comunicação. O ambiente editorial da beleza também é analisado, com a criação de revistas e editoriais de beleza, apoiados por disciplinas como jornalismo, fotografia, direção criativa e styling. A área da comunicação é explorada por meio de storytelling de marca, publicidade, planejamento de mídia e marketing digital com foco em engajamento.

Os alunos reforçam sua mentalidade estratégica ao explorar os modelos de negócios da indústria da Beleza, entendendo o papel fundamental do licenciamento na produção e comercialização de linhas de perfumes e cosméticos das casas de moda. Além disso, aprendem a gerenciar a inovação, desde a identificação de necessidades do consumidor até o controle dos processos tecnológicos, produtivos e operacionais. Como resultado, adquirem expertise técnica em gestão de projetos, desenvolvimento de produtos, sourcing e gestão da cadeia de suprimentos.

Por fim, experimentam novas linguagens expressivas em plataformas digitais e imersivas, com o apoio de tecnologias como inteligência artificial e realidade virtual.

FOCO DO APRENDIZADO

- Dinâmicas históricas, antropológicas, psicológicas e sociológicas relacionadas aos diversos domínios da aparência pessoal e do autocuidado, incluindo beleza, adorno, moda, styling e bem-estar.
- Indústrias e mercados de Perfumes e Cosméticos: dinâmicas competitivas e comportamentos de consumo em Skincare, Haircare, Maquiagem, Perfumes e Bem-estar.
- Gestão de processos e operações relacionados a design, merchandising, sourcing, fabricação, compras, distribuição, branding e promoção de perfumes e produtos cosméticos, em sinergia com a indústria da moda.
- Desenvolvimento e implementação de soluções criativas, estéticas e estratégicas nas indústrias da Moda, Perfumes e Cosméticos, alinhadas a objetivos de sustentabilidade, inclusão e transformação digital.

ORTUNIDADES DE CARREIRA

- **Cadeia de suprimentos:** Gerente de Produto, Merchandiser, Gerente de Operações, Gerente Omnicanal, Comprador.
- **Marketing:** Gerente de Marketing, Gerente de Marca, Gerente de Licenciamento, Gerente de Diversidade e Inclusão.
- **Comunicação:** Gerente de Comunicação, Gerente de Conteúdo Digital, Gerente de PR & Eventos, Editora de Beleza.

ABOUT ISTITUTO MARANGONI

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 undergraduate courses prepare students with the necessary knowledge and know-how in order to enter a professional career in the fields of Fashion Design, Accessories and Footwear Design, Fashion Styling, Fashion Business and Communication, Multimedia Arts, Interior Design, Product Design, Visual Design, Art History and Culture. Students will initially acquire basic skills, advancing over the 3 years into independent learners, ready for a career in their chosen profession.

PROGRAMME INFORMATION

CONTENTS' OVERVIEW

Curriculum

The course focuses on all the Beauty industries and markets – Fragrances, Make-up, Skincare, Hairstyling, Wellness – deepening their synergies with the worlds of Fashion, Design. The supply chains of each sector are critically investigated, from raw materials to consumer behaviors. As a result, students learn to manage product development, marketing, and operations, implementing creative and strategic solutions consistent with sustainability, inclusivity and digital transformation goals.

Course Information

Educational Aims School Education Aims:

- to develop flexible approaches to programme delivery and student support which reflect the needs and expectations of our students;
- to provide a supportive and inclusive learning environment which will enable success for all learners;
- to encourage the development of students' intellectual and imaginative powers, creativity, independence, critical self-awareness, imagination and skills that will enhance global employment opportunities on graduation in all programmes;

- 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, scholarship, reflective practice and engagement with fashion and design industry and the professions.

STUDY PLAN

Code	Subject Title	Credits CFA (ECTS)
ISSC/03	Fashion Trends History	6
ISSU/01	Social Anthropology	6
ISST/02	Materials Science and Technology	6
ISDE/01	Product Design	8
ISDE/05	Fashion Trends forecasting and Collection Development	12
ISSC/02	History of Photography and Photographic Techniques	8
ISDC/02	Brand Communication	5
ISSE/02	Foreign Language	4
	Free Study Activities	5
	TOTAL	60

Year 2

Code	Subject Title	Credits CFA (ECTS)
ISDC/05	Communication Design	8
ISSU/05	Sociology, Antropology and Psycology of Fashion	8
ISSE/01	Marketing	8
ISDC/05	Product Communication	8
ISDE/04	Integrated Product Design	8
ISDC/08	Fashion Project Communication	10
ISSE/03	Breakeven analysis	6
	Free study activities	4
	TOTAL	60

Year 3

Code	Subject Title	Credits CFA (ECTS)
ISDE/01	Packaging Design	8
ISDE/01	Product Design 2	8
ISSE/01	Design Management	10
ISSE/02	Fashion Product Development, from Concept to Consumer	8
ISST/04	Innovative Processes	9
	Internship	9
	Dissertation	8
	TOTAL	60

COURSE LEARNING OUTCOMES

Educational Outcomes

On successful completion of their course of study students will be able to:

- apply skills of critical analysis to real world situations within a defined range of contexts;
- express ideas effectively and communicate information appropriately and accurately using a range of media including ICT;
- manage their professional development reflecting on progress and taking appropriate action.

Final Award Learning Outcomes

At the end of the three-year course in Fragrances & Cosmetics Product and Communication, the student will be able to:

- Understand the historical, anthropological, psychological and sociological dynamics related to personal appearance and selfcare.
- Critically evaluate Fragrance & Cosmetics industries and markets, investigating competitive dynamics and consumer behaviors in Skincare, Haircare, Make-Up, Perfumes, and Wellness.
- Manage processes and operations related to design, merchandising, sourcing, manufacturing, buying, distributing, branding and promoting perfumes and cosmetic products, in synergy with the fashion industry.
- Develop and implement creative, aesthetic and strategic solutions in Fashion, Fragrances and Cosmetics industries, consistently with sustainability, inclusivity and digital transformation objectives.

TEACHING AND LEARNING METHODS

Programme methods:

The programme will present students with a variety of approaches to learning and assessment strategies that will promote intellectual, imaginative, analytical and critical judgement. It will allow students to develop understanding as well as their presentation and communication skills, which they will be able to demonstrate in a variety of forms. A combination of different learning and teaching methodologies are employed in order to promote reflective learning and develop generic transferable skills.

Methods include:

- projects to encourage independent learning through investigation, enquiry and problem solving;
- group project to enhance interpersonal and collaborative skills;
- tutorials and group tutorials to facilitate shared experiences and best practice;
- seminars, formal lectures and workshops;
- study, trips, external projects and competitions present students with another dimension to their learning experience;
- guest speakers provide students with a full, broader and real perspective to their specialist field of study.

Assessment methods to support learning:

The programme uses a balanced assessment system, both summative and formative as an integral part of gathering information on student learning. Various forms of assessment are used to test different types of skills and learning.

Formative Assessment:

Formative assessment informs both teachers and students about student understanding at a point when timely adjustments can be made. In formative assessment students could be involved in the assessment process. These formative assessment situations will also give students an opportunity to learn to critique the work of others.

Some of the instructional strategies that will be used formatively include the following:

- criteria and goal setting: asking students to participate in establishing what should be included in criteria for success;
- self and peer assessment: With peer evaluation, students see each other as resources for understanding and checking for quality work against previously established criteria;
- student record keeping helps students better understand their own learning curve.

This process not only engages students, it also helps them see the progress they are making toward the learning goal.

. Summative Assessment:

These assessments are a means of evaluating student learning, at a particular point in time, relative to established marking criteria. Summative assessments can occur during, as well as at the end of each subject - concentrating on specific evidence of student work, examples as follows:

- Portfolio Assessment is used to assess a variety of projects that have been developed throughout the subject;
- Practical Coursework allows students to demonstrate their understanding and application of practical areas of study;
- Written Reports are required in some study areas, where a clear and structured brief is provided;
- Formal Examinations;
- Presentations may also be used to allow the student to develop their professional communication and presentation skills.

Attendance: The exams are processes designed to verify the learning outcomes and the knowledge acquired by the students within the single courses. To gain admission to the exams, students must have attended at least 80% of the hours of lessons scheduled in the study plan for each course. The attendance is verified by the teachers of the individual courses, who will only admit the students who have complied with this requirement to the exams. Should the student fail to reach the required attendance level in one or more courses, they must attend said courses again before they will be allowed to sit the exam and be admitted to the next Academic Year.

Grades:

The exams are graded by assigning them marks out of thirty. The minimum mark is 18; The Board can also decide to award an additional merit to students who obtain the maximum mark of 30/30 in the form of the mention "Cum Laude". Full details on attendance and assessment are explained in the Student handbook (Manifesto dello Studente).

CAREER SERVICE

The purpose of the Istituto Marangoni Career service is to bridge the gap between course completion and entering the world of work. Monitoring, guidance and counselling activities are organised throughout the academic year

The careers service organises various activities including seminars and round table discussions with fashion professionals, HR managers and head-hunter agencies on specific topics such as future career paths, personal research methods and job profiles. Individual meetings are also arranged to assist with CV preparation, revise portfolios and encourage students to talk about their career goals and expectations. Additionally, the Academic Board, by way of a specially appointed committee, will evaluate the contents and commitment in terms of time invested in the traineeship for the purposes of assigning credits. The above-mentioned committee will be responsible for assessing the results, having indicated the methods for doing so to the student before the traineeship commences. When assessing the traineeship, the committee will be assisted by the teacher who has acted as the student's tutor during the traineeship or apprenticeship activities. The traineeship activity is regulated by a specific convention that indicates: duration of the traineeship, place where the activities are performed, any payment or reimbursement of expenses, insurance covers, the name of the tutor, indicated by the student and appointed by the Director based on the indications provided by the Academic Board, and the name of the company tutor. The learning activities performed by the students at other institutes in Italy, Europe or other countries, which are fruit of activated agreements, will be recognised. The results achieved are evaluated either by the Exam Board, considering the correspondence of the learning activities performed, or by a specific committee appointed by the Academic Board

COURSE SPECIFIC ADMISSION REQUIREMENTS

To apply, the following documents are required:

- Copy of high school diploma or equivalent:
- Signed personal statement (motivational letter)
- Successful completion of entry test*
- Entry Test for design related courses: Students are asked to provide 6 drawings they would consider as their personal statement on fashion, art or design in relation to their chosen subject, plus a short skills test consisting of 4 multiple-choice questions on the subject of fashion, and design.
- Entry Test for business related courses: a short skills test consisting of 10 multiple-choice questions.
- English Level: English/Italian native speakers: certificate of language skills, level b1 of Common European Framework of Reference with specific requirements (e.g. IELTS 4.5 without elements below 4.0).

STUDENT SUPPORT STRATEGY

Student Support Officers

A dedicated Student Support Officer is available for all students on the programme. For academic counselling, Student Support Officers will liaise with tutors and programme leaders to offer practical advice to resolve specific academic difficulties. A written record of these tutorials will be kept in the student's file for reference and to assist in the monitoring of student progress. For matters of pastoral care the Student Support Officers will help in:

- finding their way around;
- managing their time;
- dealing with stress;
- getting the best from their course;
- understanding and applying the school's rules;
- anything else the officers can advise on.

One-to-one appointments may be made by phone, in person (by contacting reception) or by email. Where possible students can expect to be seen almost immediately, or contacted to arrange a suitable time.

Student Evaluation

Student feedback is essential to the programme development and student comments are used to enhance both the successful management of the programme and the teaching/learning strategies. Istituto Marangoni gathers student opinion in a variety of ways, which may include the following:

- informal contact with Programme Leader and subject Tutor, and through appointments with academic staff;
- end of Course Evaluation;
- end of academic year online questionnaires where students will be invited to reflect on their overall experience in their school.

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