

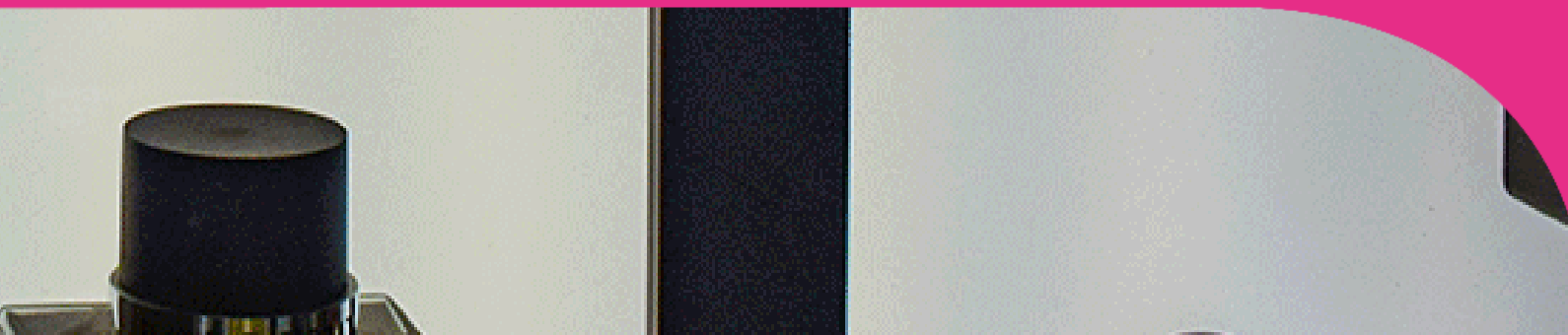


# ONE YEAR PRODUCT MANAGEMENT FOR FRAGRANCES AND COSMETICS INTENSIVE

**FLORENÇA**

inglês e italiano

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# PRODUCT MANAGEMENT FOR FRAGRANCES AND COSMETICS INTENSIVE

Construa uma carreira de sucesso na indústria de Fragrâncias e Cosméticos de Luxo. Este programa intensivo de um ano oferece uma compreensão aprofundada das habilidades e conhecimentos necessários para construir uma carreira sólida em gestão de produtos na indústria de Fragrâncias e Cosméticos de Luxo, atendendo às necessidades de quem deseja atuar no setor da beleza.

O curso aborda as técnicas, a organização e a economia por trás da produção de fragrâncias e cosméticos, ensinando como lidar com questões de negócios enquanto se responde às mudanças do mercado, à inovação de produtos e às tendências mais recentes da indústria.

Os participantes descobrirão as melhores estratégias para otimizar a produção, o marketing, a distribuição e a fabricação de marcas de beleza e perfumaria de luxo, sendo introduzidos aos principais indicadores de desempenho financeiro. Eles enfrentarão todas as etapas — do desenvolvimento à comunicação — no lançamento de novos perfumes ou linhas de beleza, analisando diferentes segmentos de mercado e explorando técnicas avançadas para apresentação de produtos, marketing, distribuição, comunicação em pontos de venda físicos e digitais, além do marketing olfativo.

O curso oferece uma introdução às bases da perfumaria, aos ingredientes e aos processos e técnicas de composição, com atividades laboratoriais dedicadas a experiências olfativas. Os participantes entenderão como os ingredientes se transformam em produtos finais, observando todas as etapas, desde a pré-produção até os processos pós-produção, como o merchandising e a embalagem.

Outros temas incluem desenvolvimento e gestão de produtos — como estratégias de varejo e distribuição — com foco na análise de público-alvo e na importância das faixas de preço para o desempenho de vendas. As áreas de estudo também envolvem o poder da comunicação, a sedução da marca e a capacidade de gerar desejo em produtos de perfumaria e cosméticos, com

atenção especial ao storytelling, às relações públicas digitais e aos meios de comunicação Below The Line (BTL) e Above The Line (ATL).

Os canais essenciais de marketing digital também serão abordados, oferecendo aos participantes ferramentas para comunicar mensagens emocionais e impactantes, que toquem o coração dos consumidores.

Ao final do programa, os alunos terão uma visão abrangente sobre a história da perfumaria e da cosmética, sua evolução e tendências atuais. Terão ainda a oportunidade de aprender os principais aspectos de gestão de produto e estratégias de entrada no mercado, com foco em RP, promoção e técnicas de storytelling.

Profissionais experientes apresentarão casos de sucesso para inspirar ideias criativas e novos insights.

## **FOCO DO APRENDIZADO**

- História da perfumaria e da cosmética: visão, evolução e tendências
- Composição e segmentação de mercado
- Fundamentos de negócios e gestão de produtos de fragrâncias e cosméticos
- Go-to-market – lançamento de novos produtos
- Aspectos-chave de compras, visual merchandising e exposição de produtos
- Estratégias de comunicação e gestão de produto

## **ORTUNIDADES DE CARREIRA**

O curso visa capacitar os participantes com as habilidades necessárias para atuar em cargos de gestão na indústria de fragrâncias e cosméticos de luxo, desde a distribuição até a comunicação. Os alunos desenvolverão ferramentas específicas do setor e estarão preparados para atuar como:

- Product Managers (Gerentes de Produto)
- Brand Managers (Gerentes de Marca)
- Key Account Managers (Gerentes de Contas Estratégicas)
- Retail Beauty Managers (Gerentes de Varejo em 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, Fashion Promotion, Brand Management, Digital Design and Interior Design.

## PROGRAMME INFORMATION

### **CERTIFICATION ATTAINED**

Istituto Marangoni certificate.

### **EDUCATIONAL & PROGRAMME 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 selfawareness, 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.

### **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;
- demonstrate a high degree of professionalism characterised by initiative, creativity, motivation and self-management;
- express ideas effectively and communicate information appropriately and accurately using a range of media including ICT;
- develop working relationships using teamwork and leadership skills, recognising and respecting different perspectives;
- manage their professional development reflecting on progress and taking appropriate action;
- find, evaluate, synthesise and use information from a variety of sources;
- articulate an awareness of the social and community contexts within their disciplinary field.

### **Final Award Learning Outcomes**

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

- study the product development processes related to the beauty, fragrances and cosmetics market
- collect and anticipate the main trends of the sector by analyzing the current consumers and their needs
- deepen the technological innovation applied to beauty products and fragrances
- develop engaging digital communication and marketing actions and campaigns to promote products
- analyze the market opportunities and develop omnichannel strategies to enhance phygital retail

## **CONTENTS' OVERVIEW**

### **Curriculum**

This course covers the techniques, organization and development behind the production of fragrances and cosmetics, developing management skills and responding to market changes and the latest industry trends. Participants will discover the best strategies to optimize the physical and digital marketing and retail channels, distribution and production of luxury perfume and beauty brands and will be introduced to key financial performance indicators. They will address every aspect from research and development to communication in the launch of new perfumes or beauty axes, analyzing different market segments

and innovative strategies for product presentation and promotion to engage the consumer through multi-sensory marketing. The course will provide an overview of the foundations, ingredients and compositional techniques of perfumery with laboratory activities dedicated to olfactory experiences, technologies and innovation in this specific market. Participants will be able to understand how ingredients transform into a final product by observing each step from pre-production to post-production processes, such as merchandising and packaging. Focus areas are the power of communication, brand seduction and the ability to create desire in perfumery and cosmetic products with an eye to brand storytelling, digital PR and related media.

Essential digital marketing channels will also be covered, offering attendees the best tools to communicate powerful and emotional messages that reach the hearts of consumers. Participants will also be able to develop their interpersonal and communication skills, deepening leadership, teamwork and problem solving strategies, enhancing effective communication through the presentation of their group and individual projects. Industry trends will be analyzed and anticipated through the research, collection and analysis of data relating to the perfume and beauty market and the needs of their current consumers. To complete the programme, participants will gain a comprehensive insight into the history of perfume and cosmetics, as well as its evolution and recent trends; they will have the opportunity to learn about the key aspects of product management and go-to-market and the unique characteristics of this segment with an eye to PR, promotion and storytelling techniques.

## **TEACHING AND LEARNING METHODS**

### **Programme methods:**

The programme is designed to facilitate the development of a student who will be highly employable and will allow them to investigate and develop their strengths. 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 the students with another dimension to their learning experience;
- guest speakers provide the students with a full, broader and real perspective to their specialist field of study.

Students will have the opportunity to demonstrate their achievement of the intended learning outcomes through a variety of tests appropriate to their field of study.

**Course Specific Assessment Criteria:**

The methods of assessment used give breadth and depth, which allow for both the formative and summative assessment of every student at each stage of the programme. 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. Different forms of assessment can, and where appropriate should, be 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 as evidenced by their classroom work.

This process of students keeping ongoing records of their work not only engages students, it also helps them, beyond a “grade,” to see where they started and the progress they are making toward the learning goal.

### **Summative Assessment:**

These assessments are a means of gauging 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 unit and concentrate 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 unit.

#### **Practical Coursework**

Allows the 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 and the students are asked to submit work to be marked independently and anonymously by staff.

#### **Formal Examinations are required in some study areas**

Presentations are used in some subjects to allow the student to develop their professional communication and presentation skills.

Student Projects are used when the student is required to submit work to be marked independently and anonymously.

### **Course Specific Admission Requirements**

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



## Career service for one-year courses

Each school has its own dedicated Career Service Manager that heads the careers support team. The purpose of the Career Service office is to support One Year Students with lectures, PowerPoint presentations and notes.

## Admission Requirements

Admission is based on the reasonable expectation that the student will be able to fulfil the objectives of the programme and achieve the standard required for the award. Admission requirements are listed below. Candidates must have a sufficient command of the English or the chosen language of the course to be able to meet the requirements of the programme in every respect. The Admissions Manager coordinates and supports the subject specific Programme Leader and the Director of Education in dealing with interviews and portfolio assessments (where appropriate). (Admission requirements are subject to change in order to comply with entry requirement regulations).

## STUDY PLAN

Semester	Subject Title
I	Perfume and cosmetics: history and vision
I	Perfume and cosmetics: evolution and trends
I	Perfume and cosmetics: Market composition and segmentation
I	Principles of Business
I	Leadership and soft skills
I	ICT Lab (communication and presentation skills)
I	Marketing strategies
I	Brand Strategies
I	Communication Strategies
I	Basics of perfumery composition techniques
II	Innovation Management
II	Fragrance and Cosmetic Product Development processes
II	Digital Marketing
II	Omnichannel strategy
II	Buying and Merchandising
II	Visual display
II	PR, promotion and brand storytelling
II	Advertising & Digital Storytelling

## **STUDENT SUPPORT STRATEGY**

Istituto Marangoni administers policies to enhance the student experience, in an academic, practical and pastoral way:

- Programme Leaders: the first point of call to acquaint students with regulations and issues arising on the programme;
- Student Support Officers for student referral where appropriate;
- programme and student handbooks;
- induction programmes for facilities including: Library, IT, online resources (where available) school facilities and media services;
- student group representatives (student voice).

### **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 Unit Evaluation; Undergraduate programmes One-Year Programmes Product Management for Fragrances & Cosmetics 06
- end of academic year online questionnaires where students will be invited to reflect on their overall experience in their school. Issues will be taken to Programme Reflective Meetings and added to the Annual Academic Monitoring Report;
- Programme Committee.

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. In order to 'close the feedback loop' and to communicate any improvements resulting from student participation at least once every academic year, programme teams relate back to students the actions taken in response to student views. Students will be asked to respond to a series of questions, for example, if they were clear about what they were meant to be learning on the unit, if the teaching had helped them learn effectively and if they have developed new or existing skills.

The data will be analysed and the Programme Leader will be required to comment on:

- key strengths and issues arising from student performance;
- key strengths and issues arising from student feedback;
- actions and improvements for the next academic year.