



# MASTER - FRAGRANCES & COSMETICS BRAND MANAGEMENT AND LICENSING

MILÃO

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inglês e italiano

# FRAGRANCES & COSMETICS BRAND MANAGEMENT & LICENSING

Este programa é direcionado a participantes com paixão por fragrâncias e produtos de beleza e interesse em adquirir uma abordagem orientada para os negócios nas práticas e processos da indústria. Eles explorarão o papel de um gerente de marca e as habilidades e conhecimentos necessários para se tornarem gerentes de licenciamento de marcas de cosméticos e perfumes de luxo. Ele orienta os participantes nos bastidores dessa indústria glamorosa e em como marcas premium de luxo gerenciam o marketing, distribuição e vendas de fragrâncias, maquiagens e produtos para cuidados com a pele.

O Mestrado fornece conhecimentos avançados sobre as habilidades, processos e ferramentas mais relevantes para o gerenciamento estratégico de marcas e licenciamento na indústria de fragrâncias e beleza. Por meio de conselhos profissionais de especialistas da indústria, os alunos entenderão como utilizar estratégias de branding e posicionamento de produtos, além do papel da perfumaria e beleza no mercado de luxo, analisando constantemente seu apelo aos consumidores. Os participantes obterão uma compreensão abrangente sobre produção, marketing, comunicação, vendas e distribuição omnichannel, com ênfase nos aspectos de licenciamento. Os cursos abordarão detalhadamente a gestão de processos delicados, como licenciamento e franchising, oferecendo uma visão ampla das questões e fatores mais complexos envolvidos. Os participantes entenderão as nuances e desenvolverão as soft skills necessárias para o negócio de licenciamento, alcançando um entendimento completo da função.

Haverá um foco especial nos aspectos financeiros e econômicos do processo de licenciamento e em como ele pode variar em diferentes mercados.

O currículo tratará de tópicos jurídicos cruciais, como propriedade intelectual, registro e proteção de marcas, direitos de distribuição e direitos de nomeação, utilizando casos de negócios reais, além de abordar royalties – taxas, direitos de distribuição, direitos de nomeação e contratos.

Por fim, os alunos aprimorarão seus conhecimentos por meio de estudos aprofundados sobre temas relevantes, como estratégias de luxo, história da indústria de perfumes e análise de mercado e tendências.

## **FOCO DE APRENDIZAGEM**

- Estratégias de negócios na indústria de perfumes e cosméticos de luxo
- Processos e gestão de licenciamento e franchising
- História dos perfumes e cosméticos
- Gestão de marcas e storytelling de marca
- Aspectos legais e financeiros do licenciamento e franchising

## **POSSÍVEIS CARREIRAS**

- Gerente de Licenciamento
- Gerente de Franchising
- Especialista em Propriedade Intelectual
- Gerente de Marca de Cosméticos
- Marca Própria (Private Label)
- Gerente de Cobranding/Co-lab

# ABOUT ISTITUTO MARANGONI

Over the past 85 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 management skills which are subject specific and relevant to the international fashion, design or art fields. Istituto Marangoni Master's courses provide students with a focused and in-depth knowledge and know-how for a successful professional career at various levels of the above-mentioned industries. There is a strong focus on project-based, industry-linked teaching methods of delivered by experienced industry specialists and professionals.

## PROGRAMME INFORMATION

### **ACADEMIC ACHIEVEMENT**

Participants who successfully complete this programme will be awarded with a First Level Academic Master Diploma. Recognised by the Italian Ministry of Education as an academic diploma equivalent to a university postgraduate Master degree, participants will obtain 60 CFA (crediti formativi accademici) equivalent to 60 ECTS credits.

### **EDUCATIONAL APPROACH**

Istituto Marangoni's academic approach is shaped by the following educational aims:

- Develop a flexible and updated approach to programme delivery and student support which reflect the needs and expectations of all students;
- Provide a supportive and inclusive learning environment which will enable success for all learners;
- Encourage and nurture the development of students' intellectual and imaginative powers, Creativity, independence, critical self-awareness, imagination and soft skills that will enhance Global employment opportunities in all programmes;

- 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;
- Provide a learning experience that is informed by research, scholarship, reflective practice and engagement with the industry and the professions.

## **Curriculum**

The cosmetic and fragrance industry is an highly competitive, growing and profitable business, with giant global players and specific market rules, distribution channels and marketing strategies. In the last years, the industry demonstrated also a great reactivity and capability of even anticipating social trends like diversity and inclusion and incorporating new digital technologies, in a multifaced business landscape, with old luxury multinational companies and new innovative agile start up. This Master's programme provides advanced knowledge of the most relevant skills, processes and tools needed for strategic Brand Management and Licensing in the fragrance and beauty industry. Through professional advice from industry experts, students will understand how to use product branding and positioning strategies and the role of perfumery and beauty in the luxury market while constantly analyzing their appeal to customers. Courses will thoroughly address the management of delicate processes such as licensing and franchise management to provide a comprehensive overview of the most complex issues and factors involved. Participants will grasp the nuances and soft skills relevant to the licensing business and gain a complete understanding of the job. A particular focus will be on the financial and economic aspects of the licensing process and how licensing can be a powerful business model both for the licensor and for the licensee. The curriculum will address critical legal topics, such as intellectual property, trademark registration and protection, distribution and naming rights, with real-life business cases, as well as royalties. Learners will finally hone their knowledge through an in-depth study of relevant topics like luxury strategies, the history of the perfume industry, and market and trend analysis and apply it to real Company projects where students will be briefed as real consultant.

## **Final Project (Dissertation)**

The final project will be developed according to the student interest and vocation, with a practice-based approach. Under the supervision of an expert tutor each student will explore a specific field and application, developing an analysis and a proposal useful for his professional future.

For this specific Master program, the student could analyze an existing luxury Brand, using the different models and propose a cosmetics or fragrances extension line, using licensing as contractual tools, developing the launch plan, from the target analysis to the execution and the business plan, with projected revenues. The project will be delivered in a formal document, with the appropriate writing style and editing and then presented in front to a commission.

## **STUDY PLAN**

Semester	Code	Subject Title	ECTS
I	ISDC/02	Brand Communication	3
I	ISSC/03	History of Fashion	3
I	ISSU/05	Sociology, Anthropology & Psychology of Fashion	3
I	ISDC/02	Communication Strategies	4
I	ISSE/01	Marketing	6
I	ISDC/05	Product Communication	3
I	ISST/02	Materials Science & Technology	2
II	ISSE/01	Corporate Organization	4
II	ISDC/04	Multimedia Design	4
II	ISSE/02	Technical Legislation	6
I+II	ISSE/01	Economics and Business Management	6
II	INT	Internship	10
II	DIS	Dissertation	6
Total			60

## **LEARNING OUTCOMES**

### **Educational Outcomes**

Students who attend Programmes at Postgraduate level, on successful completion of their course of study, will be able to:

- apply skills of critical analysis to real situations within a defined range of contexts;
- select and define a research topic and implement a research plan using appropriate methodologies – within their specialist field of study;
- 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;
- critically analyse their results and draw logical conclusions;



- 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;
- exercise initiative and personal responsibility in the work environment;
- continue as a researcher in an academic or commercial setting and have the potential to extend the bounds of knowledge in their chosen field;
- carry out further independent learning or continuing professional development.

### **Programme-Specific Learning Outcomes**

Students who successfully complete this specific Programme shall be able to:

- deepen and assimilate the history and culture behind fragrances and cosmetics by critically applying the fundamental concepts, in order to interpret the phenomena of contemporary beauty industry;
- understand the current beauty industry, the most important product categories at global level and the relevant and different players in terms of existing and potential licensors and licensees.
- develop a deep understanding of final consumers under a social, psychological and anthropologic point of view, in a multinational environment.
- understand and know how to manage the development phases of a new beauty product, from the olfactorily and chemical concept to the development of Brand Identity, Brand Strategies and licensing plans,
- develop a licensing strategy and the contractual and business plan involving potential partners to develop collaborations or line extension.
- communicate personal projects using advanced digital tools in order to provide a contemporary and experimental vision of creative ideas.

### **TEACHING AND LEARNING METHODS**

Course teaching methods are based around a wide variety of formats, such as frontal lectures, workshops, seminars, case studies and self-directed study: experienced professionals and visiting specialist Lecturers (industry professionals) make valuable contributions and enrich the learning experience of all students.

### **Self-Directed Study**

This plays a major role in the programme, as students are expected to spend time researching and analysing subject matters independently to support and substantiate taught material.

### **Frontal Lectures**

An integral part of the programme - with formal delivery of subject-specific contents to the whole cohort of students. At this level it is expected that students will use the lectures as a stimulus for further study/reading.

### **Seminars**

Used to build on themes that are connected to the contents part of the Study Plan. Students are encouraged to make an active contribution by sharing in the argument and debate, while expressing their views.

### **Case Studies**

A detailed discussion and in-depth analysis of real-life situations and existing Brands - to substantiate and assess concrete examples of contents and theories studies in class.

### **Workshop / Laboratory / Practical Sessions**

Used to enable and nurture the creative and practical skill development of the student in an environment which simulates what happens in the industry.

### **Team Work**

Requires students to operate as a member of a group or team and they usually have clearly identified roles. The emphasis is on collective responsibility, individual responsibility to the group and joint decision-making.

### **Study Trips (when applicable)**

An exciting opportunity to enhance the students' learning path and consolidate their understanding of specific-subject contents. If assessment is dependent on information collected whilst undertaking the study trip, the trip would be considered mandatory. The cost of study trips can be either the responsibility of the student or on occasion included in the annual study fee. If the visit is within the city students pay for public transport.



## **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.

## **STUDENT SUPPORT STRATEGY**

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.