



**MASTER - FRAGRANCES &
COSMETICS BRAND MANAGEMENT
AND LICENSING**

PARIS

29 de setembro de 2025
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

Istituto Marangoni has more than 80 years' experience in training highly skilled future fashion professionals. During this time, we have built outstanding international networks within the fashion and design industries and have expanded to comprise 11 schools in 9 prime city locations, across 4 continents. We provide an outstanding, internationally recognised educational experience that responds to the evolving demands and requirements of tomorrow's industry professionals. Our ethos as a school embraces the creative synergies that evolve constantly between the refined professionalism of the Italian luxury sector, the rebellious and provocative innovation of the Paris or London cultural scenes, and the nuanced global perspectives offered by our international student and tutor body. This is a distinctive characteristic that offers a unique environment in which our students can develop their individual creative identities and gain understanding of where their practice might be positioned in a rapidly evolving design and cultural landscape.

PROGRAMME INFORMATION

ACADEMIC ACHIEVEMENT

Participants who successfully complete the Fashion & Luxury Brand Management course taught in Paris will receive the corresponding 'RNCP' title of: "Manager Marketing du Luxe", recognised by the French State by decision of France Compétences (French Ministry of Labour) of 10-11-2021. As recognised vocational training, level 7 RNCP corresponds to the competences of a Master's degree.

LEARNING OUTCOMES

This is a guide to the more specific knowledge and skills you will gain if you take full advantage of the learning opportunities available to you.

- Knowledge and understanding
- How different beauty and luxury organisations manage their brands and market offerings in differing market environments and economic contexts.

- Interrelationships between marketing, branding, finance, technology and the functional strategies of luxury organisations
- How current and future dynamics of new technologies, disruption, changing consumer trends and corporate social responsibility impact the strategic thinking of fragrances & cosmetics organisations.
- How to conduct primary and secondary research and enquiry addressing ethical dilemmas, corporate social responsibility and sustainability issues, applying these values to Luxury beauty brands.
- Demonstrate a high degree of professionalism characterised by initiative, creativity, motivation and self-management, alongside developing working relationships using teamwork and leadership skills, recognising and respecting different perspectives.
- Express ideas effectively and communicate information pertaining to luxury branding, marketing, supply chains and retailing appropriately and accurately using a range of media and digital technology
- Demonstrate employability and transferable skills that will prepare you for working in the industry, further academic research or taking on roles in freelance or consultancy.
- identify and present systematic and creative solutions for luxury branding and management problems, through critical scrutiny of contextual theories and current practices in industry.

TEACHING AND LEARNING METHOD

In order to meet the full intended learning outcomes of the course, you will be expected to study independently, participate in class discussions, ask for support in academic skills if required and engage with your personal tutors. The learning and teaching strategy adopted for this course relates to the Regent's Hallmark Pedagogy as well as internal IM Learning and Teaching Strategy which comprises the below areas:

- A personalised student experience
- Interactive and inclusive learning
- Assessment for learning
- Focus on student skills and attributes
- Developing cultural agility, flexibility and graduates' ability to compete strongly in the global labour market
- Professional development for staff

The aim is to provide you with a broad range of practical and theoretical knowledge and skills specific to Fashion Luxury and Brand Management which are applicable to the wider skills required in the workplace. At Istituto Marangoni we aim to deliver a personalised student experience. With over 100 nationalities within the classroom, our classes have a cultural edge which offers a global perspective within every session.

STUDY PLAN

Term 1	Term 2	Term 3	Term 4	Term
ISM7078 Luxury Fragrance and Cosmetics Marketing 20 Credits	ISM7080 Strategic Luxury Branding 20 Credits	ISM7081 Fragrances and Cosmetics Management 20 Credits	ISM7059 Professional Development 15 Credits	ISM7086 Dissertation / FMP 40 credits
Luxury Fragrance and Cosmetics Marketing	Luxury Branding	Managing Luxury and Finance		
Luxury Fragrance and Cosmetics Marketing	Creative Branding and Innovation Communication Strategy	Digital Transformation for Fragrances and Cosmetics the Future of Luxury		
Professional Practice and Digital Skills				
ISM7081 Fragrances and Cosmetics Culture 15 Credits	ISM7079 Licensing and Management 15 Credits	ISM7058 Enterprise and Innovation 15 credits		
Luxury Fragrances and Cosmetics Industry	Licensing (contracts, IP and trademarks)	Enterprise		
Sociology, Anthropology and Psychology	Licensing management	Innovation		
Olfactory smelling techniques				
	ISM7056 Research Methods 20 Credits			
	Research Methods Term 2	Research Methods Term 3		

While teaching at Istituto Marangoni Paris emphasises practice and is primarily project based, we encourage the adoption of innovative teaching pedagogies that promote interaction between tutor and student in order to facilitate the acquisition of learning through a dynamic and iterative relationship between theory and practice, eventually creating a culture of inspired learning. The programmes are predominantly created with an industrial spin, simulating a real-life experience curated by our team, which includes top of the line industry professionals.

- Our classes are delivered across 2.5-hour sessions comprising of a diversity of lectures, seminars, workshops and tutorials; which are tailor made by our tutors in order to integrate both theoretical and practical deliverables. Each Masters student has 20 hours of delivered sessions per week.
- Teaching and learning at postgraduate level requires self directed study alongside attendance at structured timetables lessons. The programme is delivered using a range of teaching strategies which include lectures, workshops, seminars, presentations, pitches, personal and group tutorials and individual personal supervision for dissertation/final major project.
- Lectures – Integral to the programme formalising delivery of subject specific content and theoretical knowledge.
- Both Tutor-led and Student-Led seminars – These are building blocks to the development of learning and build on knowledge gained through lecture delivery. This can include group activities, evaluation of feedback, reflection on verbal or written feedback, this may take the form of reflective formative tasks, group and collaborative projects and tasks as well as contribution through debate.
- Workshops and Practical sessions – interactive workshops used to enable and nurture creative and practical skills development for resolution of summative projects and real-world setting.
- Independent research and investigation – Self Directed Study plays a huge part of your programme as you will be expected to spend time research and analysing matters independently to substantiate and support taught material.

- Case Study Analysis – detailed discussion and in-depth analysis of existing brands and real-life scenarios to substantiate and assess concrete examples of content and theories.
- Research and writing skills inductions – supported by the Library and academic team you will learn how to develop your PG level academic writing and research conventions.
- Team working – requires you to operate as a member of a team or group with emphasis on collective responsibility and joint decision making to emulate real world professional working scenarios.
- Formative assessment – midterm assessment - this is embedded through all units and is an opportunity for you to get feedback on your work from your tutors and peer group prior to summative.
- Study Trips (when applicable) To enhance your learning path and consolidate understanding of subject specific content study trips are applicable in units. 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.

At Istituto Marangoni we pride ourselves on inclusive and interactive teaching. All classrooms hold no more than 25 students, in order to offer more one-to-one contact time between you and your tutors. This allows for us to cater to SEN students, and each class's unique needs. It also allows for an interactive classroom, encouraging you to share your opinions in class discussions and debate, and develop peer to peer mentoring and learning skills. We aim to provide a unique and individual experience to every student developing with them their own career paths, leveraging their strengths and providing a personalised development plan through their programme to achieve career aspirations. A learning by doing approach makes room to experiment, to learn from your own mistakes and to take calculated risks within a safe learning environment.

ADMISSIONS INFORMATION

Entry requirements:

- Copy of a high-school diploma or school certificates
- A relevant undergraduate qualification (equivalent professional experience may be considered)

- Non-native English speakers are required to provide an acceptable proof of their English Language ability. The English Language test score should be at least B2 on the CEFR level (e.g. IELTS Academic with 6.5 overall, no less than 6 for each element)

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.