



BA - FRAGRANCES & COSMETICS MANAGEMENT

PARIS

29 de setembro de 2025

inglês



FRAGRANCES & COSMETICS BRAND MANAGEMENT

Este programa é voltado para candidatos que desejam seguir carreira nas áreas de gestão de marca e/ou produto dentro da indústria de fragrâncias e cosméticos. Ele aborda todos os aspectos do papel dos brand e product managers — incluindo como motivar consumidores, criar desejo, gerar confiança, desenvolver o visual merchandising, gerir o desenvolvimento de produtos, marketing, branding e técnicas de comunicação — para construir uma visão e estratégia de marca de sucesso e alcançar novos mercados.

Este programa intensivo de três anos oferece um conhecimento completo sobre o ciclo de vida de produtos de perfume e cosméticos de luxo, com insights valiosos sobre desenvolvimento de produto, storytelling e estratégias específicas de gestão de marca no setor. A grade curricular combina teoria e prática para incentivar a interação entre todos os envolvidos na criação e comercialização de fragrâncias e produtos de beleza, incluindo cuidados com a pele e maquiagem.

Os alunos irão explorar questões essenciais relacionadas ao planejamento, desenvolvimento, produção, distribuição omnichannel, compras, branding e marketing de fragrâncias e cosméticos, com foco especial em licenciamento. Eles aprenderão a combinar criatividade, expertise técnica e pensamento estratégico, transformando ideias criativas em produtos bem-sucedidos.

Com módulos dedicados a estratégias de branding, design de produtos de perfumaria, história da perfumaria e da cosmética, técnicas de treino olfativo, além de processos de produção e comunicação, sociologia, antropologia e psicologia, os participantes terão uma oportunidade única de desenvolver um conjunto completo de habilidades para gerenciar todas as etapas do desenvolvimento de produtos e marcas.

Os alunos também aprenderão a adaptar técnicas de comunicação, marketing e promoção para atingir metas de vendas, aplicando estratégias-chave voltadas ao setor de beleza e perfumaria.

Ao longo dos três anos, o programa amplia o foco para incluir elementos intangíveis — como relacionamento com o consumidor, o impacto das redes sociais e a criação de experiências envolventes — além dos elementos tangíveis do branding, como atributos do produto (qualidade, características e design), a diferença entre imagem e identidade de marca, embalagem e rotulagem.

O curso também oferece uma introdução à economia e às finanças, capacitando os alunos a medir lucratividade, garantir o cumprimento de orçamentos e estratégias, e implementar sistemas específicos de controle de custos. Ao investigar as dinâmicas culturais, sociais e históricas do mercado de fragrâncias e cosméticos, os alunos compreenderão a influência das tendências e as diferenças de gosto e hábito entre países — e como isso impacta o desempenho de vendas.

Além disso, o programa aborda os principais temas contemporâneos da indústria, como sustentabilidade, inclusão e transformação digital, levando os estudantes a uma compreensão profunda do impacto social e ambiental dos cosméticos e incentivando uma abordagem sustentável. Gestores experientes atuarão como mentores, promovendo o desenvolvimento de habilidades de resolução de problemas por meio do estudo de casos reais.

FOCO DE APRENDIZAGEM

- Estratégias de branding para produtos de beleza de luxo
- Métodos de pesquisa e análise de tendências
- Design de embalagens
- Técnicas e experiências de treino olfativo
- Estratégias de economia e marketing

POSSÍVEIS CARREIRAS

O curso tem como objetivo capacitar os participantes com as habilidades necessárias para ocupar cargos de gestão na indústria de fragrâncias e cosméticos de luxo, atuando em áreas que vão da distribuição à comunicação e ao marketing de perfumes e produtos de beleza.

Os alunos desenvolverão ferramentas específicas do setor e estarão preparados para atuar como:

- Brand Managers (Gerentes de Marca)
- Product Managers (Gerentes de Produto)
- Trade Marketing Managers (Gerentes de Trade Marketing)
- Communication Managers (Gerentes de Comunicação)

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

Regent's University London

Validated by Regent's University London

RNCP

At the end of the programme, candidates take certification tests. If successful, they will receive the French state-recognized professional certificate level 6 "Responsable de la stratégie marketing et commerciale de mode". The certification is registered within the RNCP by decision of France Compétences as of 17/11/2017. In addition, in order to facilitate the academic recognition of the knowledge and skills acquired during their academic programme, they will acquire 180 ECTS credits. For more information, do not hesitate to contact the information office of the Paris School.

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.

- Source, navigate, analyse, communicate, and apply research material from a variety of sources to develop responses to creative and written briefs, with increasing independence.
- Critically analyse, reflect and evaluate in different contexts and environments within the fragrance and cosmetics industries, considering methods and principles of professional practice.
- Engage creatively in the generation and realisation of concepts and solutions to business briefs relevant to context and audience, using innovation and increasing self-reliance.
- Understand and apply current and emerging processes, tools, materials, digital media and technologies employed in the beauty industries, enabling independent or tutor-supported use of appropriate tools to create competent and professional outcomes.
- Communicate research, ideas, arguments, and design work clearly and professionally in visual, oral and written forms, employing relevant IT skills where appropriate.
- Demonstrate a proactive and entrepreneurial mindset, positioning your work effectively within the professional practice and environment of luxury and related beauty industries.
- Manage yourself constructively, efficiently, and ethically, addressing sustainability, and producing coherent, relevant, and critical visual and written work in line with referencing conventions.
- Work effectively and productively with others through collaboration, collective endeavour, and negotiation to achieve shared objectives.
- Employ knowledge and critical understanding of global, economic, historical, theoretical, ethical, social, cultural, political and environmental contexts relevant to current and emerging beauty and luxury industries and markets.
- Demonstrate knowledge of fragrance and cosmetic product development, including R&D, packaging, merchandising, marketing, retail, communication, and distribution.
- Understand storytelling and customer engagement strategies in the context of brand building and emotional marketing.
- Apply go-to-market approaches to product launches, integrating key aspects of buying, pricing, positioning, and promotion.

- Understand the impact of sensory and olfactory marketing in enhancing customer experiences in retail, hospitality, and lifestyle environments.
- Analyse consumer behaviour and the role of emotional branding, scent strategy, and multi-sensory atmospheres in the fragrance and beauty sectors.
- Apply principles of amenity management and niche product positioning, particularly in hotels, spas, and interior scenting.
- Use meta-styling techniques and scent diffusion technologies strategically in both small and large environments.
- Develop and pitch business or entrepreneurial projects in the niche fragrance or cosmetic industries.
- Communicate ideas using quantitative methods where relevant, alongside qualitative reasoning.

TEACHING AND LEARNING METHOD

The Teaching and Learning Strategy is central to the overall objectives of the programme. The emphasis is placed on achieving an appropriate balance between deepening your academic knowledge and business acumen and building creative, practical, and transferable skills. This Strategy places the “you” at the centre of the teaching and learning environment. Through interactive, experiential teaching and learning activities, we aim to support you to develop into a self-directed, autonomous learner who has responsibility for your own learning process.

Istituto Marangoni Paris Teaching and Learning Strategy is designed to reflect the changing skills required within the fashion industry with a philosophy of being interdisciplinary. The aim is to provide you with a broad range of practical and theoretical knowledge and skills specific to Fashion Business studies and its areas of specialisation, which are also 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 cohorts, our classes have a cultural richness which offers a global perspective within every session. 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, labs and tutorials; which are tailor made by our tutors in order to integrate both theoretical and practical deliverables. Each student has 15 hours of delivered sessions per week. At the halfway mark of each term, we provide formative feedback to every student giving them personalised suggestions, and critical support in order to develop their work further.

- Tutors are used to communicate key theories and practices of the subject
- Practice based workshops are key to communicate, demonstrate and acquire tools and techniques, in physical and digital expression
- Seminar groups are used to discuss current affairs and industrial issues, often via case studies.

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, and develop peer to peer learning skills. The course is designed so that you will study under direction of your lecturers at the beginning of your degree and gradually move towards greater independence as you progress through the terms towards your final projects. Fashion has traditionally been taught in lab environments, while theory-based degrees have been taught through formal lectures.

Your programme combines the best of both traditions, giving you a good combination of lecturebased teaching with tutorial support, and lab-based teaching with individual and group critiques and activities. It also combines the best in terms of the forms that your work will take, spanning projectbased learning, essays, fashion industry practice, presentations, and hands-on experiential learning. When considering the digital learning environment, you will not only have access to cutting edge resources such as industry standards CAD software but a versatile library of equipment. All teaching resources and materials are available for use via the virtual learning environment. Industry projects, work experience, tutors who are practising professionals and guest lecturers give you valuable links with the profession and ensure that your learning is constantly updated with regard to industry currency.

Assessment strategy and methods

Assessment is important to your learning. It is a positive element of your education. We use assessment to encourage you to do as well as you can, and you can use it for the same purpose. While each unit on your programme has learning outcomes, assessment is used to test that you have achieved those learning outcomes. This means that assessment tasks are appropriate for the unit in question.

Assessment on your programme is both practical and theoretical, to ensure that

You become a reflective practitioner of your art, requiring you both to create fashion outcomes and to consider their role and function in society, and their relationship to the individual. You will be expected to complete assessments by yourself and as part of group work. You will be asked to document your work and to write self-evaluations.

When you are involved in group work you will be asked to keep a log and to evaluate your peers. You will have at least one formative assessment within the first six weeks of the start of each unit and this helps support you with your studies and highlights any further support that may be needed from the student support officer or the unit leader. It does not contribute to the award mark. Summative assessment measures your achievement against the course Learning Outcomes and provides an evaluation of your progress and learning during an entire unit, generating a unit mark and constructive feedback. It also confirms the conditions for referral and retake where applicable.

Examples of summative assessment include written assignments (essays, reports, case studies), practical coursework (Collection Portfolios, Research/Sketch/Fabric Books, 2/3D projects and Prototypes production, Video Making) and oral and visual presentations using a variety of media, both physical and digital. You are strongly encouraged to seek as much feedback as possible about your progress on your units from your lecturers. Your lecturers will write about your performance and progress on your units (feedback) and they will also write about what you are advised to do in the future (feed-forward). This information is very valuable as it will support you in understanding how well you did in one module, and what you should concentrate on to do as well as possible in future modules.

Please note that Istituto Marangoni Paris may need to keep your work for various reasons, including audits, good practice examples, validations and for External Examiners to review. You are advised to keep copies of your work wherever possible and to contact the Programme Leader for information about collecting work.

ADMISSIONS INFORMATION

Entry requirements:

- Copy of a high-school diploma or school certificates
- Completion of an entry test
- 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 6.0 overall, no less than 5.5 for each element)

- Students who complete the Certificate of Achievement: Foundation in Fashion at Istituto Marangoni Paris will have guaranteed progression to BA (Hons) Fragrances and Cosmetics Management, provided they have the required L4 English entry requirement.

STUDY PLAN

Level 4 – October intake

Term One (Oct-Dec)	Term Two (Jan- Mar)	Term Three (Apr- Jun)
ISM4027 Introduction to Fragrances and Cosmetics (30 credits)	ISM4024 Alpha Marketing (30 credits)	ISM4028 The Luxury Fragrance & Cosmetic Product (30 credits)
ISM4026 Principles of Business (30 credits) (Oct – Jun)		

Level 4- February Intake

Term One (Feb-Mar)	Term Two (Apr-Jun)	Term Three (Jul- Aug)
ISM4027 Introduction to Fragrances and Cosmetics (30 credits)	ISM4024 Alpha Marketing (30 credits)	ISM4028 The Luxury Fragrance & Cosmetic Product (30 credits)
ISM4026 Principles of Business (30 credits) (Feb-Aug)		

NB: Students enrolling on the February intake of undergraduate degrees complete their first year in a shortened period (Three 8-week terms with reduced breaks between them) in order to enrol on Level 5 in October of the same year, joining the October intake cohort.

Level 5

Term One (Oct-Dec)	Term Two (Jan- Mar)	Term Three (Apr- Jun)
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ISM5035 Visual and Emotional Branding (30 credits)	ISM5042 Luxury Marketing Strategies (30 credits)	ISM5043 Fragrances and Cosmetics Lab Project (30 credits)
ISM5038 Finance & Management Control (30 credits) (Oct – Jun)		

Placement Year (Sandwich only; optional)

Term One (Oct-Dec)	Term Two (Jan- Mar)	Term Three (Apr- Jun)
ISM5045 Placement (120 credits) (Oct – Jun)		

Level 6

Term One (Oct-Dec)	Term Two (Jan- Mar)	Term Three (Apr- Jun)
ISM6027 Omnichannel Distribution (30 credits)	ISM6031 Honours Project Fragrances & Cosmetics Management (60 credits)	
ISM6032 Future of Fashion (30 credits) (Oct – Jun)		

Class times: Monday– Friday. 08.30-20.00

Lesson duration: 2.5hours

Assessment periods:

October intake

Term 1: December

Term 2: April

Term 3: June

STUDENT SUPPORT STRATEGY

Istituto Marangoni Paris provides a range of student support mechanisms which include (but not limited to):

- Admissions: the department provides information about all the programme and study opportunities at Istituto Marangoni, supports and assists applicants throughout all stages of admission from initial enquiry, application to enrolment.
- Academic and Student Services: the aim is to support and enhance student experience allowing individual growth and success. The department provides pastoral, academic, social and wellbeing support and guidance as well as advice regarding timetables, deadlines, and School regulations.
- Library: the library service aims to deliver a high quality engaging and supportive service for students in support of an outstanding, inspiring, diverse, innovative, and creative educational experience. The service intends to inspire students to discover more about their subjects and other relevant disciplines as well as provide information and materials to support the syllabi for all subjects taught in the school.
- Careers Service: the department supports students and alumni, offering guidance on all aspects of their career journey, providing practical advice, and helping students connect with industry.
- SEN support: the School aims to provide equal opportunities for all its students. Tutor support is intended to remove any barriers that may prevent students from fulfilling their potential and the School is always ready to respond positively to their needs. Any students identified for learning support have their needs addressed by Academic and Student Services jointly with the Programme Leaders team who assist them in areas such as time management, identifying and dealing with learning difficulties and helping to prepare their personal Learning Plan. The arrangements are being kept under review on an annual basis