



Fragrances & Cosmetics Brand Management

BEAUTY AREA

OVERVIEW

This Master's course provides a **solid managerial foundation** for leading beauty brands, combining strategic management, business economics, licensing, and corporate development with technical knowledge of product creation and consumer behaviour. Students explore **brand governance, regulatory frameworks, intellectual property** and **business planning**, gaining the tools to manage growth, profitability and long-term brand equity. Industry projects and digital transformation labs prepare graduates to **operate across brand strategy, portfolio management** and **cross-functional beauty operations**.

The course aims to meet the growing demand for professional figures as

- ✓ **PRODUCT MANAGER**
- ✓ **BRAND MANAGER**
- ✓ **MARKETING MANAGER**
- ✓ **COMMUNICATION MANAGER**
- ✓ **LICENSING & PARTNERSHIPS MANAGER**
- ✓ **DIGITAL MARKETING MANAGER**

COURSE TYPE

Master's Degree

AFAM / 60 CFA equivalent
to 60 ECTS credits

**Recognized by the Italian Ministry
of University and Research.**

✓ **BUSINESS DEVELOPMENT MANAGER**

✓ **BUSINESS UNIT MANAGER**

WHY MILAN?

Milan offers direct access to **one of the world's most influential fashion and beauty systems**, where luxury brands, creative studios, and media platforms constantly redefine contemporary visual culture. Studying here means being immersed in a **living industry ecosystem**, where students learn to manage the entire creative process— from concept development to final output— combining storytelling, trend analysis, and visual experimentation with hands-on production skills. Through technical experimentation, cultural research, and studio practice, students develop a distinctive visual identity while working on projects that reflect **real industry dynamics** across fashion, beauty, and image-making.



KEY OUTCOMES

- **Industry Project**
Students carry a research on the assigned brand and propose strategic solutions based on a real brief shared by the Company.
- **Marketing Plan**
Students develop a strategic marketing plan for a beauty brand, including market analysis, target profiling and competitive mapping.
- **Communication Plan**
Students design a full communication strategy across all communication channels including creative assets and KPIs.
- **Concept Development Project**
Students design an original beauty product concept— fragrance, skincare or make-up—supported by trend insights, consumer profiling, olfactory or formulation rationale, packaging direction, naming and a coherent brand narrative. The project trains students to translate market signals and aesthetic codes into a fully articulated beauty proposition ready for marketing, communication and industry evaluation.
- **Business Plans**
Students carry out market and industry research to identify new market opportunities and launch new brands and business ventures.

INDUSTRY COLLABORATIONS

Thanks to Istituto Marangoni's **strong ties with leading luxury companies** and its diverse international student community, Istituto Marangoni Milano offers a unique methodology that allows students to work on projects under the supervision of the most prestigious fashion and beauty brands, gaining valuable global perspectives.

Some collaborations include:

D&G BEAUTY

DEVELOPMENT OF AN INFLUENCER MARKETING CAMPAIGN / REDESIGN OF THE BRAND'S MAKE-UP LINE.



SUBJECT	DESCRIPTION	ECTS
BRAND COMMUNICATION	It develops skills in beauty brand storytelling, identity building and brand management frameworks to support coherent, multi-category brand strategy.	6
FASHION HISTORY	Students discover the evolution of Fashion & Luxury System from the late 19 th century to the present day.	3
SOCIOLOGY, ANTHROPOLOGY AND PSYCHOLOGY OF FASHION	It provides a cultural and behavioural framework for understanding beauty across time.	3
COMMUNICATION STRATEGIES	It focuses on advanced communication frameworks for the beauty industry, including SEO-based content strategies, corporate communication, PR dynamics and cross-cultural messaging.	4
MATERIALS SCIENCE AND TECHNOLOGY	It provides technical knowledge of skincare, make-up and fragrance formulations, enabling informed communication and product positioning.	2
CORPORATE ORGANIZATION	Brand architecture, brand extension and business planning, equipping students to manage long-term brand equity across categories and markets.	10
ART DIRECTION	It develops skills in art direction, beauty styling and editorial production, guiding students from concept creation to visual execution.	4
BUSINESS LAW	It covers technical regulations, intellectual property and communication compliance specific to the cosmetics industry, ensuring managerial decisions align with legal and industry standards.	6
ECONOMICS AND BUSINESS MANAGEMENT	The economic and strategic foundations of the beauty industry, covering business models, market structures and financial principles driving brand growth.	6
INTERNSHIP	Internship.	10
DISSERTATION	Final written thesis.	6



The Faculty at Istituto Marangoni is recognised internationally for its academic excellence and strong Industry connections.

Lecturers and teachers are established professionals who bring real world expertise into the classroom, offering students direct insight into contemporary practices, emerging trends, and the dynamics of the global fashion, design, and luxury industries.

Carolina Guajana

Programme Leader

Carolina Guajana is the Programme Leader in Fashion Business at Istituto Marangoni Milano and **luxury brand management Expert**.

She brings over 15 years of industry experience with key marketing roles in luxury brands such as Bottega Veneta and Versace, and 10 years of teaching experience as lecturer for the Fashion Business division.

Guajana is currently pursuing a PhD in Strategic Technology Management with a research focus on AI Ethics and creative intelligence.
