



# Fragrances & Cosmetics Product & Communication

BEAUTY AREA

## OVERVIEW

The course introduces students to the creative, technical and managerial processes behind the beauty industry, starting from **product design** principles and the **strategic dynamics** of **skincare**, **make-up** and **fragrance** development.

The program then expands into digital marketing, brand communication, digital PR, media planning and immersive experience design, while exploring the evolving role of influencers, consumer psychology and global beauty trends.

Throughout the three years, **technical subjects** are complemented by **cultural disciplines** to build a solid understanding of **beauty codes**, **market shifts** and **consumer behaviour**.

Core areas of study include product strategy, trend forecasting and brand communication enabling students to approach the beauty industry from **multiple perspectives**, from concept development to omnichannel communication.

After the course, students can pursue careers as:

✓ **PRODUCT MANAGER**

✓ **BRAND MANAGER**

✓ **MARKETING MANAGER**

## COURSE TYPE

3 Years Course  
Bachelor's Degree

AFAM / 180 CFA equivalent  
to 180 ECTS credits

Recognized by the Italian Ministry  
of University and Research.

✓ **COMMUNICATION MANAGER**

✓ **LICENSING MANAGER**

✓ **DIGITAL MARKETING MANAGER**

✓ **DIGITAL PR & PRESS OFFICE**

## WHY MILANO?

Milan stands at the **forefront of the global beauty Industry**, where style, innovation and luxury come together. As an international capital of fashion and design, the city **sets aesthetic standards** and **drives new beauty trends**, blending creativity with advanced research and technology. With its dense network of **leading brands**, **creative agencies** and **innovation hubs**, Milan offers a unique ecosystem where beauty is strategically positioned, communicated and scaled on a global level.



### KEY OUTCOMES

#### — 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.

#### — Product Development Project

Students create a beauty product concept supported by packaging ideas, moodboards, editorial shooting and art direction guidelines, translating aesthetic research into coherent visual communication.

#### — Magazine Project

Students produce a beauty editorial magazine, developing concept, layout, graphic design and written content. The project integrates trend analysis, visual communication and art direction, resulting in a cohesive publication that reflects contemporary beauty narratives and industry standards.

### 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 high-value collaborations include:

##### MISSONI

DEVELOPMENT OF A PROJECT WITH THE AIM OF COMBINING TRADITION AND INNOVATION.

##### L'OREAL

DESIGN OF PRODUCTS AND EXPERIENCES POWERED BY CREATIVITY PIONEERING TECHNOLOGY AND BESPOKE SERVICES.

##### CHANEL

CREATION OF VISUAL NARRATIVES BASED ON THE THEME OF CHANEL'S ICONIC NUMBERS, TRANSFORMING AND AMPLIFYING THE CHANEL BEAUTY IDENTITY IN A CONTEMPORARY WAY.



	SUBJECT	DESCRIPTION	ECTS
<b>YEAR 01</b>	<b>FASHION TRENDS HISTORY</b>	The subject explores the evolution of fashion trends across different historical periods, examining the cultural, social and aesthetic forces that shape style.	<b>6</b>
	<b>SOCIAL ANTHROPOLOGY</b>	Examination of fashion through social anthropology, exploring cultural, ethical and economic contexts to address future challenges with critical insight.	<b>6</b>
	<b>MATERIALS SCIENCE AND TECHNOLOGY</b>	It provides technical knowledge of skincare, make-up and fragrance formulations, enabling informed communication and product positioning.	<b>6</b>
	<b>PRODUCT DESIGN 1</b>	It introduces the strategic and creative foundations of beauty product development, from market logic to assortment building.	<b>8</b>
	<b>FASHION TRENDS FORECASTING</b>	It builds skills in trend analysis and visual research using Office and Adobe tools, translating aesthetic signals into product insights.	<b>12</b>
	<b>HISTORY OF VISUAL COMMUNICATION</b>	The subject explores the evolution of beauty magazines, advertising and photography to understand how visual culture shapes brand identity.	<b>8</b>
	<b>BRAND COMMUNICATION</b>	It develops skills in beauty brand storytelling, identity building and brand management frameworks to support coherent, multi-category brand strategy.	<b>5</b>
	<b>FOREIGN LANGUAGE</b>	Study of a foreign language.	<b>4</b>
	<b>FREE STUDY ACTIVITIES</b>	Independent study activities.	<b>5</b>
<b>YEAR 02</b>	<b>DESIGN FOR PUBLISHING</b>	Experience the typical dynamics of an editorial board, developing a fashion magazine and other digital editorial products in line with the current digital transformation.	<b>8</b>
	<b>SOCIOLOGY, ANTHROPOLOGY AND PSYCHOLOGY OF FASHION</b>	Students adopt the interpretative framework of Anthropology, Sociology and Psychology to understand contemporary fashion phenomena in relation to their socio-cultural context.	<b>8</b>
	<b>MARKETING</b>	Coverage of strategic marketing, CRM, influencer dynamics and social media metrics to understand beauty brand growth drivers.	<b>8</b>
	<b>PRODUCT COMMUNICATION</b>	Focus on media planning, skincare trends, digital PR and immersive event design, linking product storytelling to market activation.	<b>8</b>
	<b>INTEGRATED PRODUCT DESIGN</b>	Examination of the supply and value chain of cosmetics, including haircare and fragrance operations, to connect creativity with feasibility.	<b>8</b>
	<b>FASHION PROJECT COMMUNICATION</b>	Development of skills in art direction, beauty styling and editorial production, guiding students from concept creation to visual execution.	<b>10</b>
	<b>BREAKEVEN ANALYSIS</b>	This subject introduces the principles of cost, revenue and profit analysis, focusing on identifying the breakeven point of a product or project.	<b>6</b>
	<b>FREE STUDY ACTIVITIES</b>	Independent study activities.	<b>4</b>



	SUBJECT	DESCRIPTION	ECTS
<b>YEAR 03</b>	<b>PACKAGING DESIGN</b>	The subject focuses on aesthetic and functional role of packaging in fragrances and cosmetics guiding students from materials to visual identity.	<b>8</b>
	<b>PRODUCT DESIGN 2</b>	This subject deepens the development of beauty products through an advanced, application-driven approach, focusing on design refinement, innovation processes and market-ready solutions.	<b>8</b>
	<b>DESIGN MANAGEMENT</b>	It introduces the management of creative processes in the beauty industries aligning product development and branding.	<b>10</b>
	<b>FASHION PRODUCT DEVELOPMENT, FROM CONCEPT TO CONSUMER</b>	Exploration of the complete fashion product lifecycle, from concept development to consumer delivery, integrating design, production, and strategy.	<b>8</b>
	<b>INNOVATIVE PROCESSES</b>	Exploration of innovation processes within the beauty industry, focusing on product development, formulation concepts, packaging innovation and emerging technologies.	<b>9</b>
	<b>INTERNSHIP</b>	Internship.	<b>9</b>
	<b>DISSERTATION</b>	Final written thesis.	<b>8</b>



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.

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## Carolina Guajana

Programme Leader

Carolina Guajana is the **Programme Leader** Fashion Business in *Istituto Marangoni* and **PhD candidate** in Strategic Technology Management with a dissertation on AI chatbot and AI ethics, is a former **marketing executive** (*Versace, Valentino, Bottega Veneta*).

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