istitutomarangoni

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

Version 01

ISTITUTO MARANGONI ACADEMIC MISSION

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 an Istituto Marangoni Diploma Certificate.

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.

CONTENTS' OVERVIEW

This MA programme is dedicated to participants with a passion for fragrances and beauty products and an interest in acquiring a business-oriented approach to the industry's practices and processes. As a student you will explore a brand manager's role and the skills and knowledge needed to be a luxury cosmetics and perfume brand licensing manager. The programme guides you through the "behind the scenes" of this glamorous industry and how luxury premium brands manage the marketing, distribution and sales of fragrances, make-up and skincare products.
You will gain a full understanding of production, marketing, communication, sales and omnichannel distribution with a focus on licensing aspects.
This Master's programme provides you with 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, you 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 franchising to provide a comprehensive overview of the most complex issues and factors involved. You will grasp the nuances and soft skills relevant to the licensing business and gain a complete understanding of the role.
A particular focus will be on the financial and economic aspects of the licensing process and how licensing can vary in different markets. The curriculum will address critical legal topics, such as intellectual property, trademark registration and protection, distribution rights, and naming rights, with real-life business cases, as well as royalties – fees, distribution rights, naming rights and contracts.
Students 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.

LEARNING OUTCOMES

Educational Outcomes
Students who attend this programme at Postgraduate level, on successful completion of their course of study, will be able to:
• Appraise and synthesise current debates that are the forefront of social, environmental, and economic sustainability to inform own
• Integrate a holistic understanding of different disciplinary theories, concepts, and their applications in the development of responsible fashion business or design practices. (Knowledge, applications)

- Demonstrate originality and creativity in the practical application of new and established techniques of research and enquiry, to create and interpret knowledge in your discipline. (Research, applications)
- Critically reflect on own and/or others' values, perceptions, and practices, reflecting on progress and taking appropriate action, in a process of continuous personal and professional development. (Critical thinking, empirical learning)
- Creatively employ advanced knowledge, techniques, and tools appropriate to your discipline. (Skills in disciplinary field)
- Anticipate the potential impacts of decision making at local level and further afield, assessing the consequences of actions and managing risk and uncertainty. (Ability to anticipate impacts)
- Manage complex issues both creatively and systematically, make sound judgements in the absence of complete data, and communicate your conclusions effectively to specialist and non-specialist audiences. (Decision-making)
- Relate self-direction and originality to tackling and solving problems, acting autonomously in planning, and implementing tasks at a professional or equivalent level. (Professionalism)
- Develop effective working relationships using teamwork and leadership skills, recognising, and respecting different perspectives. (Collaboration)
- Find, evaluate, synthesise, and use relevant information from a variety of sources. (Research, sourcing information, applications)
- Express ideas persuasively and communicate information appropriately and accurately using a range of relevant media and/or technologies. (Communication)

Programme-Specific Learning Outcomes
Students who successfully complete this specific Programme shall be able to gain the knowledge and skills of:
- 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 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.

ASSESSMENT STRATEGY

The assessment strategy for the programme is designed to incorporate a variety of assessment methods to enable all students to demonstrate their learning in a fair and comprehensive manner.

Assessment Methods
Formative assessment is used as an interim review of student work undertaken at key points during the semester. It provides an indicative measure of progress, allows students to consider their work in relation to that of their peers, allowing students to agree with staff any adjustments that are necessary to make in order to satisfy course requirements. It is designed to help improve student performance.
Summative assessment provides an evaluation of student progress and learning during an entire semester: it generates a final mark, constructive feedback and confirms the conditions (if any) for exam recovery in the allowed modalities.
Peer and Self-assessment requires students to assess their own work and that of fellow students. It encourages:
• a sense of ownership of the process of assessment;
• assists the student to become an autonomous learner;
• helps to develop a range of transferable skills;
• makes assessment part of the learning process rather than an adjunct to it.

Assessment Types
• Portfolio Assessment is used to assess a variety of projects that have been developed.
• Practical and Class Based Projects – allow the students to demonstrate their understanding of a specific subject area and application of practical areas of the programme.
• Written Reports are required in some study areas, where a clear and structured brief is provided and the students are asked to submit work to be marked independently and anonymously by staff.
• Formal Examinations – will be used in some subjects to permit students to demonstrate their understanding of a subject within a constrained timeframe.
• Individual / Group Presentations are used in some subjects to allow the student to develop their professional communication, presentation skills and to argue critical reflection and interpret findings.

Avoiding Plagiarism
Plagiarism is defined as stealing another person's ideas and presenting them as though they were the student's own. The reference framework adopted in all Istituto Marangoni Schools is the Harvard Referencing System - please refer to the Student Handbook for further details.

STUDY PLAN

Unit Code	Unit Title
LFCM	Luxury Fragrances & Cosmetics Marketing
FCCLT	Fragrances & Cosmetics Culture
SLBR	Strategic Luxury Branding
LMGMT	Licensing and Management
FCMGMT	Fragrances & Cosmetics Management
EI	Enterprise and Innovation
RMFC	Research Methods
PDFC	Professional Development
DISFC	Dissertation

CAREER SERVICE FOR MASTER'S COURSES

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

Istituto Marangoni administers policies to enhance the student experience, in an academic, practical and pastoral way:
• Programme Leaders / Directors of Education: the first point of call to acquaint students with regulations and issues arising on the programme;
• Student Support Officers for student referral where appropriate;
• programme and student handbooks;
• induction programmes for facilities including: Library, IT, online resources (where available), school facilities and media services;
• student group representatives (student voice).

Student Support Officers
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;
• 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, through the receptionists or by email. Where possible students can expect to be seen almost immediately, or contacted to arrange a suitable time.