



# Marketing and Communication Management for Fragrances & Cosmetics

BEAUTY AREA

## OVERVIEW

The course provides an advanced and integrated understanding of the beauty Industry, combining **strategic marketing** and **creative communication**: from SEO-based communication strategies, corporate and intercultural communication, PR and event management, to the development of beauty magazines supported by graphic design tools, video editing, shooting and virtual production techniques. Technical modules—including olfactory labs, product development and packaging design—equip students with a **practical understanding of fragrance creation and cosmetic innovation**. A strong professional dimension runs throughout the year: Industry projects allow students to work on real briefs from beauty companies, applying visionary marketing strategies and delivering communication concepts **aligned with market expectations**. Graduates emerge with a **holistic and contemporary skillset** spanning marketing, storytelling, visual communication and product expertise, ready to operate in global beauty corporations and creative agencies.

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

- ✓ **PRODUCT MANAGER**
- ✓ **BRAND MANAGER**
- ✓ **MARKETING MANAGER**

## COURSE TYPE

# Master Course

AFAM / 60 CFA equivalent  
to 60 ECTS credits

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

- ✓ **COMMUNICATION MANAGER**
- ✓ **DIGITAL MARKETING MANAGER**
- ✓ **DIGITAL PR & PRESS OFFICE**
- ✓ **BUSINESS UNIT MANAGER**

## WHY MILANO?

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.
- **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:**

#### **D&G BEAUTY**

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



SUBJECT	DESCRIPTION	ECTS
<b>MARKETING</b>	Strategic marketing, CRM, influencer dynamics and social media metrics to understand beauty brand growth drivers.	<b>4</b>
<b>FASHION TREND FORECASTING</b>	Skills in trend analysis and visual research using Office and Adobe tools, translating aesthetic signals into product insights.	<b>4</b>
<b>DESIGN MANAGEMENT</b>	Management of creative processes in the beauty industries aligning product development and branding.	<b>5</b>
<b>COMMUNICATION STRATEGIES</b>	Focus on advanced communication frameworks for the beauty industry, including SEO-based content strategies, corporate communication, PR dynamics and cross-cultural messaging.	<b>4</b>
<b>MULTIMEDIA</b>	Development of visual identity and brand storytelling skills through graphic design tools, layout development, virtual production and creative assets used for beauty magazines, campaigns and digital content.	<b>4</b>
<b>FASHION PROJECT COMMUNICATION</b>	Integrated communication strategies for beauty brands combining media planning and storytelling to support product launches.	<b>4</b>
<b>MATERIALS SCIENCE AND TECHNOLOGY</b>	Technical knowledge of skincare, make-up and fragrance formulations, enabling informed communication and product positioning.	<b>2</b>
<b>PACKAGING DESIGN</b>	Exploration of the strategic, functional and aesthetic dimensions of beauty packaging, guiding students through concept development, material choices and visual coherence to create market-ready solutions for fragrances and cosmetics.	<b>3</b>
<b>CORPORATE ORGANIZATION</b>	Brand architecture, brand extension and business planning, equipping students to manage long-term brand equity across categories and markets.	<b>3</b>
<b>CULTURAL ANTHROPOLOGY</b>	Examination of fashion through social anthropology, exploring cultural, ethical and economic contexts to address future challenges with critical insight.	<b>3</b>
<b>ART DIRECTION</b>	Skills in art direction, beauty styling and editorial production, guiding students from concept creation to visual execution.	<b>4</b>
<b>MULTIMEDIA PLANNING</b>	Development and coordination of multimedia projects, focusing on content strategy, production workflows, and cross-platform integration.	<b>4</b>
<b>INTERNSHIP</b>	Internship.	<b>10</b>
<b>DISSERTATION</b>	Final written thesis.	<b>6</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 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.

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