

BUSINESS OF BEAUTY & FRAGRANCE (BEAU)

BEAU 210 Beauty and Fragrance through the Ages (5 Credits)

Used to enhance, alter, conceal or even disguise, the application of make-up and fragrance is one of the world's oldest social practices. From war paint and rouge to perfume and Venetian ceruse, the history of beauty and fragrance as well as the rise of this global industry are intricately tied to political, cultural and historical contexts. In this course, students learn how cultural and historical beauty rituals and conventions continue to influence and drive contemporary business practices and social norms.

Prerequisite(s): CTXT 121 or CTXT 122.

Attributes: Business-focused elective

BEAU 220 Product Packaging and Branding Principles (5 Credits)

Iconic beauty and fragrance products initiate the customer experience through design, packaging and presentation. In this course, students synergize aesthetic appeal with core functionality to engage customers and build brands. Through examination of iconic brands, students analyze core product categories of beauty and fragrance to prototype effective products, packaging and consumer experiences.

Prerequisite(s): BEAU 210.

Attributes: Business-focused elective

BEAU 222 Branded Content Production and Creative Technologies (5 Credits)

Dive into the world of digital branding and content creation for the beauty category, one of the largest sources of social media content. This course offers an in-depth exploration of cutting-edge branding techniques across multiple platforms, including social media, video advertising, product photography, lifestyle creative assets, and consumer-centric creative designed for Point of Sale. Gain a comprehensive understanding of the strategies, language, and tools required to create captivating consumer experiences across digital, mobile, and retail platforms, equipping students to stay innovative and competitive in the ever-evolving digital landscape.

Prerequisite(s): DIGI 130.

Attributes: Studio Elective Requirement

BEAU 250 Leadership, Ethics, and Professional Careers (5 Credits)

Discover the essential elements of ethical leadership and professional practices in the beauty industry. Explore the complexities of organizations, management styles, and the modern issues facing the industry. Gain an in-depth understanding of how progressive beauty and fragrance brands embrace their responsibility to consumers, environments, and cultures, making informed and ethical decisions that protect and advance the health and well-being of their customers and communities. Prepare for a successful career as a leader in the beauty industry by developing a strong foundation in effective managerial practices and an understanding of the various professional roles within the industry.

Prerequisite(s): FOUN 113 or DSGN 115.

Attributes: Business-focused elective

BEAU 260 Research, Data and Beauty Insights (5 Credits)

Students are immersed in the dynamic world of the beauty industry through this simulation-style course. Explore the vital intersection of research, data analysis, and consumer insights that drive innovation and success. Gain a comprehensive understanding of research journals and learn to extract valuable insights that inform actionable strategies. Discover the power of data-driven decision-making and its impact on product development, marketing campaigns, and brand positioning within the ever-evolving beauty landscape.

Prerequisite(s): BEAU 220.

Attributes: Studio Elective Requirement

BEAU 320 Beauty and Fragrance Marketing and Management (5 Credits)

Through exploration of product development, merchandising, and marketing, students learn strategies for communicating creative ideas and building collaborative relationships with beauty and fragrance marketers, developers, and designers. Students analyze case studies of key competitors and suppliers in the beauty and fragrance marketplace to identify the hallmarks of successful product marketing and opportunities to further nurture the consumer relationship.

Prerequisite(s): BEAU 210.

Attributes: Business-focused elective

BEAU 335 Cosmetic Formulation and Innovation (5 Credits)

This course is designed to equip students with a deep understanding of consumer-centric product development, blending scientific principles with market insights and regulatory considerations. Through a combination of lectures, hands-on laboratories, and research projects, students will explore the intricacies of formulating and marketing cosmetic products.

Prerequisite(s): BEAU 210.

Attributes: Studio Elective Requirement

BEAU 340 Beauty and Fragrance: Product Launch and Supply Chain Management (5 Credits)

Successful brands transform beauty and fragrance consumers into loyal customers through unmistakable brand identity. In this course, students delve into an existing brand to identify an opportunity for growth and expansion through a new product launch. Focusing on marketing, pricing, branding, packaging, distribution and more, students design a comprehensive strategy to support a successful product launch and establish metrics to assess profitability.

Prerequisite(s): (BEAU 220 and BEAU 320) or BEAU 335.

Attributes: Business-focused elective; Studio Elective Requirement

BEAU 350 Brand Management for Global Markets (5 Credits)

With international opportunities and cultural diversity transforming the industry, beauty and fragrance brands with optimum marketing and distribution strategies thrive in this global marketplace. From pure players and brand extensions to retail stores and ecommerce channels, students acquire the tools, models and best practices to drive the success of global brands.

Prerequisite(s): (BEAU 320 and BEAU 330) or (SOCL 320 and BEAU 340).

Attributes: Business-focused elective

BEAU 410 Building the Business Case in Beauty (5 Credits)

Aspiring entrepreneurs in the beauty industry face a unique economic landscape filled with opportunities and challenges. This course empowers students with the essential skills needed to navigate the financial aspects of beauty entrepreneurship. Through the exploration of business opportunities, understanding funding strategies, risk management, and practical financial analysis, students will delve into the core principles of entrepreneurial finance. Develop the ability to adeptly assess business valuations, strategically choose funding options, and generate the financial insights essential for attracting investors. By the end of the course, students are well-equipped with the knowledge and tools necessary to make informed financial decisions in the dynamic and evolving beauty sector.

Prerequisite(s): BEAU 350.

Attributes: Studio Elective Requirement

BEAU 422 Go-To-Market: Product Launch and Consumer Experience (5 Credits)

Embark on an exciting journey into the cutting-edge world of omnichannel retail methods, New Retail (NR) innovations, and e-commerce strategies in the beauty industry. Develop a comprehensive retail strategy that takes a product from inception to purchase, seamlessly integrating online and offline experiences. Explore the transformative landscape of modern beauty retail, where seamless integration of online and offline experiences and strategic e-commerce practices converge to shape the future of consumer engagement. Gain a competitive edge by mastering the art of converting consumers at retail with tech-driven platforms, including AR/VR and ethical AI.

Prerequisite(s): BEAU 320.

Attributes: Studio Elective Requirement

BEAU 430 Collection I: Business Framework and Model (5 Credits)

Focusing on a unique entrepreneurial opportunity within the beauty and fragrance industry, students develop a comprehensive business model based on research and analysis of the global marketplace. From brand strategy to operating guidelines, students cultivate the framework for development and launch of an original product line.

Prerequisite(s): (BEAU 330 and BEAU 350) or (BEAU 335 and BEAU 350).

Attributes: Business-focused elective

BEAU 440 Collection II: Branding and Launch (5 Credits)

Building on a solid framework informed by research and analysis, students develop, launch and market an original beauty and fragrance product line that delivers a unique value proposition. Students prepare for their brand launch with an omni-channel marketing plan that includes a collection of branded collateral and packaging, the identification of retail partners and brand loyalty strategies.

Prerequisite(s): BEAU 430.

Attributes: Business-focused elective; Studio Elective Requirement

BEAU 479 Undergraduate Internship (5 Credits)

Internships offer students valuable opportunities to work in a professional environment and gain firsthand experience to help them prepare for careers. In an approved internship setting, a student typically spends one quarter working with an on-site professional supervisor and a faculty internship supervisor to achieve specific goals and objectives related to the program of study.

BEAU 480 Collaborative Studio in Beauty (5 Credits)

Coming soon!

Prerequisite(s): BEAU 422.

Attributes: Studio Elective Requirement