

FIT BEAUTY INDUSTRY ESSENTIALS ONLINE PROGRAM

CAREER DISCOVERY PROGRAM

Program Overview

FIT's Beauty Industry Essentials online certificate program provides an in-depth introduction to critical aspects of the beauty and cosmetics industries, and provides you with the tools and skills you need to launch or advance a successful career.

The program includes seven on-demand courses on topics including Product Development, Packaging, Marketing and Merchandising, Cosmetics, Fragrance, Media, and more. Total length of each course is 2-3 hours, and each course is broken into several shorter modules that you complete at your own pace. The courses are taught by FIT faculty and industry experts, and are structured to provide:

1. Issue-oriented lessons on key career paths within the beauty and cosmetics industries
2. Real-world activities and assignments designed to explore the lessons in more depth
3. Career advice and insights with seasoned experts and young professionals within the industry

Students who complete the program will receive a non-credit Certificate of Achievement from FIT.

If you have a passion for beauty, Beauty Industry Essentials is a great way to gain the critical knowledge and skills necessary to launch or advance a successful career in the beauty and cosmetics industry.

Key Benefits

- Certificate of achievement (non-credit) from a globally ranked university
- Learn directly from leading academic and industry experts
- Real industry scenario assignments
- 100% online and self-paced



COURSE 1. INTRODUCTION TO THE BEAUTY INDUSTRY

This course introduces the beauty industry as a center of innovation, where newness in artistry, manufacturing processes, technology, and products drives success. Learners will explore the history of the beauty industry to discover where today's brands and products got their start. They will look at the impact of the digital age and how beauty has been redefined. And they will consider the future of beauty as Allure Editor Michelle Lee presents her ideas on what's coming next.

This course serves as an introduction to the series. In addition, it contains brief interviews with industry icons and experts in the field who share their personal stories and career advice.

Modules:

- Welcome to Beauty Essentials
- The Changing World of Beauty
- History of the Beauty Industry
- Beauty in the Digital Age
- The Future of Beauty
- Career Path Possibilities

After completing course 1, students will be able to:

- Discuss the beginnings of the beauty industry, citing specific trends
- Describe the impact of digital technology on the world of beauty
- Identify beauty trends and innovations that will be important in the future
- Appreciate the vast scope of the beauty industry, its products and its career opportunities

Contributors:



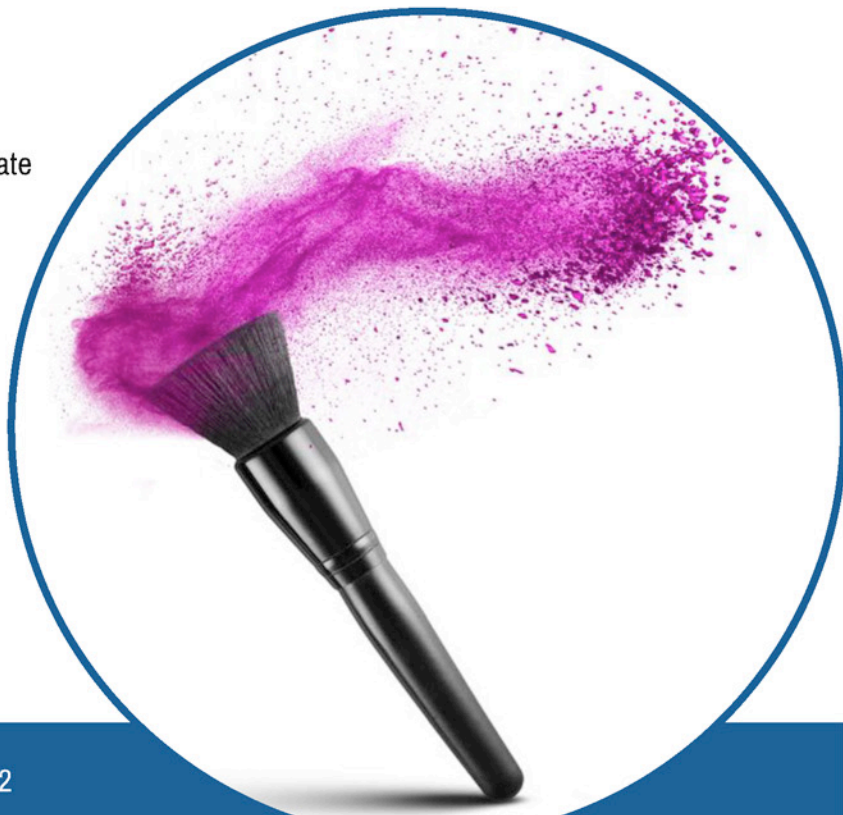
Virginia Bonofiglio / Assistant Professor and Associate Chairperson, Cosmetics and Fragrance Marketing



Tiffani Carter-Thompson / Integrated Digital Marketing & Influencer Relations Expert



Michelle Lee / Editor-in-Chief, Allure



COURSE 2. THE COSMETIC WORLD AND BEAUTY ARTISTRY

This course presents two important aspects of color in the world of beauty: the cosmetics industry and the field of color analysis. Mana senior vice president Victoria Colangelo takes learners inside the cosmetics industry, into the processes, materials, and skill areas that define it. Learners will find out how manufacturers create the array of products available today and how they innovate to develop newer and better offerings. Then in part two of the course, FIT professor Dominique Isbecque discusses color analysis: what it is and how it's done. Learners discover how color analysts view and select color for their clients.

Modules:

- Welcome & Course Overview
- The Cosmetics Industry
- An Overview of the Cosmetics Industry
- Diversity in Product Forms
- Manufacturing Techniques
- Color in the World of Cosmetics
- Color in Our World
- How the Pros Do It
- Review & Career Story

After completing course 2, students will be able to:

- Describe the diversity of product forms and special effects available in color cosmetics
- Develop an idea for a “hybrid” product that solves a consumer problem
- Differentiate between private label and contract color cosmetic manufacturers
- Describe the manufacturing techniques leading to innovative textures and pigments
- Outline the process of color analysis
- Explain the benefits of color analysis
- Describe the career opportunities available in this industry

Contributors:



Victoria Colangelo / Alumni - Sr. Vice President, Mana Cosmetics



Dominique Isbecque / Adjunct Instructor, Image Consulting
Adjunct Instructor, Image Consulting



COURSE 3. THE BUSINESS OF FRAGRANCE

This course explores fragrance and the fragrance industry. FIT professor Virginia Bonofiglio provides a guided tour of the fragrance landscape, introducing terminology and insights that bring the phenomenon of scent to life. Then Jillian Friedman presents the business side of fragrance, including the jobs and roles within the industry. She explains the fragrance evaluation process, and gives learners a picture of how fragrances are developed and marketed. Learners will gain an appreciation for what fragrance is, how it is used, and how it is perceived.

After completing course 3, students will be able to:

- Describe the various roles and professions in the fragrance industry
- Discuss how fragrance is designed and used across multiple categories
- Provide examples of raw materials used in fragrance
- Create a “fragrance triangle”
- Describe the steps involved in the fragrance evaluation process
- Evaluate the different fragrance categories based on their structure and odor
- Use your description of a fragrance to develop text for a fragrance ad
- Describe career opportunities available in this industry

Modules:

- Welcome & Course Overview
- Introduction to Fragrances
- The Sense of Smell
- Naturals and Synthetics
- The Fragrance Triangle
- The Fragrance Industry
- Why Fragrance is Important
- Jobs in Fragrance
- Fragrance Evaluation
- Language, Marketing, and Performance
- Review & Career Story

Contributors:



Virginia Bonofiglio / Assistant Professor and Associate Chairperson, Cosmetics and Fragrance Marketing



Jillian Friedman / Adjunct Instructor, Fragrance Marketing



Linda Song / Perfumer, Givaudan



COURSE 4 BEAUTY PRODUCT KNOWLEDGE & DEVELOPMENT

The world of beauty requires both art and science, and it's difficult to succeed in one area without an appreciation for the other. In this course, FIT professor Robert Fuller introduces learners to the chemistry behind their favorite beauty products. Learners will consider a product's journey from the lab bench to the store shelf, and they will reflect on the real and perceived benefits that set certain products apart. Then FIT professor Delphine Horvath delves further into the product development process, describing how innovation and production take place. Learners will discover how the world of beauty is structured, and they will see that the first step in creating a new product is analyzing the market landscape.

After completing course 4, students will be able to:

- Articulate the common forms of cosmetic products and their benefits
- Recognize differences in product forms
- List the benefits associated with different product forms and ingredients
- Differentiate between real and perceptual benefits
- Describe the beauty product development process
- Outline the product innovation process
- Explain what is meant by "product development funnel"
- Produce a competitive product analysis
- Demonstrate the importance of new ingredients in product innovation
- Describe the career opportunities available in this industry

Modules:

- Welcome & Course Overview
- Product Knowledge
- Product Forms & How Products are Used
- Categories of Product Forms
- Formulation
- Manufacturing
- Going From the Lab Bench Production to the Store Shelf
- Product Development
- Market Landscape
- Market Entry Strategy
- Steps in the Product Development Process
- Product Innovation
- Review & Career Story

Contributors:



Robert Fuller / Adjunct Instructor, Product Development



Delphine Horvath / Assistant Professor, Cosmetics and Fragrance Marketing



COURSE 5 DESIGNING BEAUTY - PACKAGING AND PRESENTATION

FIT professors Marianne Klimchuk and Candace Allenson introduce learners to the profession of beauty packaging design in this course. They reveal the design process, focusing on the professional roles and responsibilities of designers within the industry. Learners will see how professional packaging designers use color, structural design, typography, and printing techniques to create not just a package, but a communication and marketing tool. Learners will look at how the designer moves from research and inspiration to sketches and prototypes, with actual packaging and portfolio work as examples.

After completing course 5, students will be able to:

- Discuss packaging design as a communication and marketing tool in the beauty sector
- Describe the role of packaging designer
- Describe the materials and technology of packaging for beauty products
- Outline the steps that a team moves through to get a packaging design ready for marketing
- Explain how packaging designers create impact in their designs
- Describe the career opportunities in packaging and design

Modules:

- Welcome & Course Overview
- The Packaging Design Profession
- What is Packaging Design
- The Packaging Designers
- The Packaging Design is the Brand
- Communicating Brand Using Design Elements in Packaging
- Anatomy of a Package
- Professional Methodology
- The Design Process
- A Student Portfolio
- Launching a Brand Extension
- Review & Career Story

Contributors:



Marianne Klimchuk / Professor, Packaging Design



Candace Allenson / Adjunct Instructor, Packaging Design



COURSE 6 BEAUTY MARKETING AND MERCHANDISING

Is “marketing” the same as advertising? Is it the same as sales? This course explains what marketing is and is not, looking specifically at examples from the beauty industry. With FIT professor Meeta Roy, learners will explore the marketing process. They will find out how marketing professionals use the marketing mix and why they care about market segmentation. They will get a marketing view of today’s beauty industry, including important trends to watch.

After completing course 6, students will be able to:

- Discuss global marketing management fundamentals in the beauty industry.
- Outline the marketing process
- Explain the use of the marketing mix
- Define “market segmentation”
- Analyze the strategy used to market a specific product and suggest ways to enhance or change it
- Discuss current beauty industry trends
- Describe the career opportunities available in this industry

Modules:

- Welcome & Course Overview
- Introduction to Marketing in the Beauty Industry
- Marketing Basics
- Market Segmentation
- Customer Relationship Management
- Building Customer Relationships
- The Marketing Environment
- The Marketing Mix
- Fundamentals of Global Marketing Management
- Today’s Industry: Facts, Trends, and Careers
- Today’s Industry
- Industry Trends
- Review & Career Story

Contributors:



Meeta Roy / Assistant Professor and
Luxury Brand Consultant





COURSE 7 BEAUTY MEDIA

This course walks learners through the foundations of beauty journalism, looking at how writing for beauty magazines differs from writing beauty content for the internet. It looks at social media and its impact on the beauty industry. In the course, learners will hear from Allure magazine editors Michelle Lee, Danielle Pergament, Sophia Panych, Terron Moore, and Rawan Eewshah. With these inside views of the industry, learners will gain insight into the career possibilities it offers.

Modules:

- Welcome & Course Overview
- The Language of Beauty
- How to Communicate about Beauty in Magazines
- How to Communicate about Beauty Online
- Social Media
- Finding Your Social Voice
- The Impact of Social Media
- Review & Career Story

After completing course 7, students will be able to:

- Discuss the challenges faced by professionals in beauty media
- Explain the skills and knowledge needed to write for print
- Explain the skills and knowledge needed to write online
- Discuss the impact of social media on this industry
- Describe the career opportunities available in this industry

Contributors:



Michelle Lee / Editor in Chief, Allure



Danielle Pergament / Executive Editor, Allure



Sophia Panych / Digital Beauty Director, Allure



Terron Moore / Social Media Director, Allure



Rawan Eewshah / Senior Editor, Allure



ENROLLMENT DETAILS

How much does the program cost?

The cost of the entire program, which includes all seven courses plus a FIT Certificate of Achievement upon completion, is \$999. There are also installment payment plans available, starting as low as \$99/month. Complete pricing information can be found here: <https://www.yellowbrick.co/beauty-enroll-plans-three-payment>

To receive your FIT Certificate of Achievement, you'll need to have all installments paid in full and have successfully completed all program requirements.

What payment methods and currencies do you accept?

We accept almost any type of credit or debit card. So if you have a Visa, MasterCard, American Express, JCB, or Discover card, we'll accept it. If you're enrolling outside the United States, tuition will be charged in your local currency at the prevailing currency exchange rate.

Is there financial aid available?

No, financial aid is not offered for Beauty Industry Essentials. However, there are payment plans available, starting as low as \$99/month. And Yellowbrick also offers a scholarship program. You can apply for a Yellowbrick scholarship here: <https://www.yellowbrick.co/scholarship-application/>

What is your cancellation policy?

You can withdraw from a session hassle-free and at no-cost within 24 hours of enrollment. After 24 hours, you have up to 7 calendar days to withdraw and get a full refund, minus a \$100 cancellation fee. No refunds will be issued for enrollments past 7 days.

How do I begin the program?

Once we have received your tuition payment, your spot in our program is secured. You will receive a welcome email that has your login instructions, and you can begin immediately. The program is 100% online and self-paced, so you can complete it on your schedule.

THE PROGRAM

Are there any prerequisites, age requirements or restrictions?

Students must be at least 13 to enroll. There are no other prerequisites. All you need is a passion for beauty and learning.

What do I get when I complete the program?

Students who successfully complete the program will earn a Certificate of Achievement in Beauty Industry Essentials from FIT. Beauty Industry Essentials is a non-credit program.

How long do I have to complete the program?

With your enrollment, you will have unlimited access to the full program for one year from the first time you log into the program. For almost all of our students, one year is more than enough time to work through the programs and fully absorb the content.

What if I need more time?

For those that need more time to complete the program, you will have an option to pay a low monthly fee to continue your access to the program materials.

Can I download course videos or materials?

Class videos or materials are not downloadable. However, once enrolled, you will have unlimited access to all videos and materials for 12 months.

What can I expect to accomplish by the end of this course?

Beauty Industry Essentials is designed for students at any stage of their academic or professional experience and with the potential for many different outcomes. In other words, what you can expect to accomplish after completing this program depends on...you!

In more general terms, our students usually identify two main takeaways after completing the program. First, they have a significantly greater understanding of how the beauty industry works and a better understanding of where their passion lies. Second, with the certificate of completion from FIT on their resume, they differentiate themselves from the rest of the pack.

What type of people enroll in Beauty Industry Essentials?

People with all levels of experience, and in all stages of their career, benefit from enrolling in Beauty Industry Essentials. But you will have something in common with all of our students — a passion for beauty and desire to build a successful career doing what you love! Our students might be working in the beauty industry and looking to get ahead, or working in a different industry looking to switch careers. They might be heading to college; in college; or just out of college and want to build skills and gain valuable experience that will set them apart in a hyper-competitive industry. They might be your future professional and personal network in the beauty world. They might be like you — a future leader in the world of beauty!

Where do I find the program materials?

All program materials can be found online. You can access and review the materials whenever you like through the course login page, which you'll receive once you enroll — all you need is an internet-connected device.

Which devices can I use to watch the class videos and access other program materials?

You can access the program on your computer, tablet, or smartphone. Desktop or laptop computers tend to provide the best experience.

When and where do the classes meet?

Whenever you like — the program is entirely online, self-paced, and on-demand. That means you can study and access the program lessons whenever and wherever you can connect to the Internet.

How much time do I need to dedicate to the program?

It varies from person to person, but be prepared to work hard and to dedicate about 30-40 hours in total. Remember, you have a full year to complete the program so you can pace yourself over 12 months!

After I complete the certificate in Beauty Industry Essentials, what comes next?

This certificate lays the groundwork for you to pursue your goals in whatever aspect of the beauty industry you feel passionate about. If you find that you want to learn even more about a specific area of the beauty industry, FIT offers a number of in-person and online program options. Visit www.fitnyc.edu to explore.

ABOUT US

Who is Yellowbrick and why are they involved?

Our mission at Yellowbrick (formerly Qubed Education) is to empower the next generation of talent to find their passion and build a career doing what they love. We strive to deliver on this vision by partnering with top-tier universities and world-class global brands to provide students with unparalleled online educational experiences and inspiring career opportunities.