



## FIT MPS: Cosmetics and Fragrance Marketing and Management Curriculum Map

LEARNING OUTCOME	COURSE NUMBER								
Demonstrate the ability to prepare a financial analysis to support profitable ideation of a product concept or growth strategy in the cos/frag industry.	CF 513: Corporate Finance for Managers	CF 663: Advanced Topics in Marketing							
Develop and implement critical thinking skills to contribute to a project team's analysis of a specific cos/frag topic.	CF 505: Innovations in the Development of the Beauty Industry	CF 510: Cosmetic Product Innovation	CF 513: Corporate Finance for Managers	CF 515: Fragrance Product Innovation	CF 530: Consumer Insights	CF 655: Commerce Management	CF 663: Advanced Topics in Marketing	CF 665: Building a Social Brand	CF 682: Global Cosmetic and Fragrance Markets
Procure the skills required to innovate solutions to management issues and industry-wide marketing issues that face senior cos/frag executives.	CF 513: Corporate Finance for Managers	CF 663: Advanced Topics in Marketing	Electives: CF 655: Commerce Management (or) CF 675: Global Supply Chain Management	CF 665: Building a Social Brand	CF 670: Advanced Topics in Leadership	CF 690: Capstone Project			
Demonstrate the leadership and management techniques that will enhance a climate of innovation and creativity in the cos/frag industry.	CF 615: Managing the Creative Process	CF 663: Advanced Topics in Marketing	Electives: CF 655: Commerce Management (or) CF 675: Global Supply Chain Management	CF 670: Advanced Topics in Leadership	CF 690: Capstone Project	CF 695: Individual Development Plan			
Demonstrate an understanding of the context of industry development based on social, consumer, economic and cultural trends and factors, including consumer behavior.	CF 505: Innovations in the Development of the Beauty Industry	CF 530: Consumer Insights	CF 663: Advanced Topics in Marketing	CF 682: Global Cosmetic and Fragrance Markets					
Develop a global strategic product platform and demonstrate understanding of the process by which white space opportunities are identified and a product strategy is developed.	CF 510: Cosmetic Product Innovation	CF 515: Fragrance Product Innovation	CF 530: Consumer Insights	CF 615: Managing the Creative Process	CF 665: Building a Social Brand	Electives: CF 655: Commerce Management (or) CF 675: Global Supply Chain Management			
Demonstrate enhanced influencing skills and executive presentation skills through an ability to communicate in a clear and concise manner, also utilizing appropriate technology.	CF 505: Innovations in the Development of the Beauty Industry	CF 541: Communication and Presentation Skills for Managers	CF 670: Advanced Topics in Leadership	CF 682: Global Cosmetic and Fragrance Markets	CF 690: Capstone Project	CF 695: Individual Development Plan			