

FRAGRANCE AND PERSONAL CARE

FIT, Allure develop continuing education program for beauty industry

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FIT's Beauty Industry Essentials is part of the school's continuing education program. Image credit: FIT

By STAFF REPORTS

New York State University's The Fashion Institute of Technology is now offering an online noncredit certificate program to inspire marketers to consider the \$265 billion global beauty industry as a career path.

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For the first-ever Beauty Industry Essentials program, FIT has partnered with Allure magazine and online education platform Qubed Education for a fully online and self-paced curriculum. The inaugural class begins Sept. 1, but interested students can begin the course at anytime after that day.

Essential courses

FIT's curriculum for the Beauty Industry Essentials program was developed by the college's faculty in the Cosmetics and Fragrance marketing program.

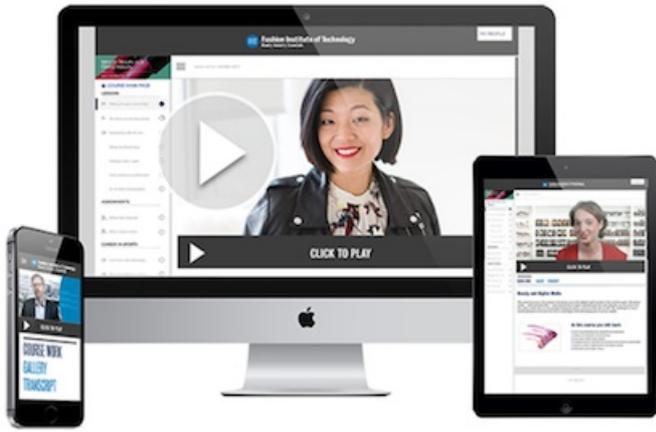
The classes center on six key professional areas of focus. Beauty Industry Essentials is ideal for those with a passion for beauty and a desire to advance in a career in the industry.

Topics include cosmetics and beauty artistry, the business of fragrance, beauty product development, packaging and presentation, marketing and merchandising and beauty media.

The online courses will be taught by FIT faculty members as well as top editors at Allure magazine, including the title's editor in chief Michelle Lee. Industry leaders include Bobbi Brown, Poppy King, Hannah Bronfman and Tiffani Carter-Thompson and professionals at M.A.C, Shiseido, Givaudan and others.

"There are tremendous career opportunities for beauty specialists," said Virginia Bonofiglio, assistant professor and associate chair of FIT's Cosmetics and Fragrance Marketing program, in a statement.

"The challenge for many aspiring professionals is finding the way in," she said.



Students can take the online course at their own pace. Image credit: FIT

As a professional development course, the topics will cover key issues and career paths. Seasoned experts and young professionals will also offer students career advice and insights.

All courses have real-world assignments designed to provide hands-on experience and exploration of the lessons.

Courses are each two to three hours long, and students have one year to complete all seven classes. More information can be found [here](#).

The majority of educational initiatives revolve around fashion design and business management.

In May it was announced that The State University of New York is bringing a fashion design and fashion business management curriculum to South Korea.

SUNY's Fashion Institute of Technology will become the second institution within the New York-based university system to offer degree programs at a campus outside of the United States. SUNY Korea is the first U.S. university in South Korea, established in 2012 between a joint investment effort between the two countries' governments and SUNY Stony Brook University, and it is also SUNY's first international campus ([see story](#)).

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