

What will I learn in Brand Management?

DIPLOMA OF COSMETIC BRAND MANAGEMENT

- What ingredients do in a formula
- Price your product right
- Plan from concept to launch
- Prepare an effective media strategy
- Label and claims compliance

- Trusted sources for safety information - products and ingredients
- Conduct market research and analysis
- Track developments, speed progress and overcome project management issues
- Plan and conduct various product evaluations
- Detailed packaging selection
- Manage individual products and multiple SKU's
- Profile your target market
- Develop a positioning strategy
- Set budgets for product, sales, marketing, R&D and monitor cash flow
- Prepare a detailed brief for the formulator

7months (part time)