



STUDY THE PERFUME MARKET

Study of new fragrance launches

Marketing and fragrance study of the year's launches.



OBJECTIVES

- Discover new fragrance market trends.
- Examine each brand universe.
- Complete and perfect your perfume knowledge



CONTENT

- The main launches of the year
- Blind smelling of each perfume
- Evaluation of significant raw materials
- Mapping of important events
- Visualisation of concept :
 - Bottle
 - Packaging
 - Press kit
 - Advertising
 - Pricing



Anyone wishing to update their knowledge of the perfume market. Marketing, sales and training teams.



1 teaching file
1 Olfactorium® per semester (optional)

SEMESTER 1 & 2

⌚ 2 days (14 hours)

ANNUAL SUMMARY

⌚ 1 day (7 hours)