

COSMETIC TECHNIQUES & MANAGEMENT (CTM)

About the Program

Seneca Polytechnic's two-year Cosmetic Techniques & Management diploma program sets you up for success in a thriving industry by giving you the skills that employers and clients value.

The program's well-rounded curriculum blends practical cosmetic courses with essential business knowledge and entrepreneurship training. You'll study advanced makeup techniques, product knowledge and skincare analysis alongside classes on customer service, management skills and marketing. This combination of hands-on training and business acumen will help you advance in the unique beauty industry.

Credential

Ontario College Diploma

Duration

4 Semesters (2 Years)

Starts

January, September

Program and Course Delivery

This program is offered in Seneca's hybrid delivery format with some courses available in Seneca's flexible delivery format. Some coursework is online and some must be completed in person. Students will need to come on campus to complete in-person learning requirements. For courses offered in the flexible delivery format, professors use innovative learning spaces and technology to teach students in a classroom or lab and broadcast in real time to students attending remotely. In flexible courses, students have the choice of coming on campus or learning online.

Academic Schedule Starting September

Year	September	January	May
Year 1	Semester 1	Semester 2	Break
Year 2	Semester 3	Semester 4	

Academic Schedule Starting January

Year	September	January	May
Year 1		Semester 1	Semester 2
Year 2	Semester 3	Semester 4	

Skills

Throughout this program you will develop the following skills:

- business communication and problem-solving
- customer service and sales tactics
- entrepreneurship
- leadership and management
- marketing and promotional tactics
- professional makeup techniques
- product knowledge and usage

- retail business strategy
- skincare analysis and treatment

Your Career

Graduates of the program can explore the following career options:

- beauty advisor
- brand account executive
- brand regional trainer
- cosmetic brand marketing assistant
- cosmetic store manager
- freelance demonstrator
- freelance makeup artist for fashion, film and television or a cosmetic brand
- regional sales manager

Program of Study

Course Code	Course Name	Weekly Hours
Semester 1		
COB107	Cosmetic Product Knowledge I	3
COB201	Exceptional Customer Service	3
COB210	Coaching and Leadership	3
COM101	Communicating Across Contexts	3
or COM111	Communicating Across Contexts (Enriched)	
COS122	Beauty and Glamour Makeup Techniques	4
Semester 2		
COB207	Cosmetic Product Knowledge II	3
COB218	Retail Management Systems	4
COB250	Social Responsibility in the Cosmetic Industry	3
COB330	Fragrance Sales and Promotions	4
COB226	Retail Management	5
plus: General Education Course (1)		3
Semester 3		
COB221	Marketing and Private Label	3
COB342	Cosmetic Entrepreneurship	3
COS114	Skin Care I	4
COS322	Editorial and Airbrush Makeup Techniques	4
plus: General Education Course (1)		3
Semester 4		
COS224	Skin Care II	4
COS422	Creative Makeup FX	4
COS440	Portfolio Development	4
COS450	Digital Marketing and Social Media	4
plus: General Education Course (1)		3

Program Learning Outcomes

This Seneca program has been validated by the Credential Validation Service as an Ontario College Credential as required by the Ministry of Colleges and Universities.

As a graduate, you will be prepared to reliably demonstrate the ability to:

- Understand the formulation, use, and applications of cosmetics products.
- Understand the principles of sales promotion and how to sell effectively.
- Create appropriate displays for both retail and salon operations, along with the knowledge of store planning and design.
- Study colour theory and art principles involved in the appreciation of colour, texture and design as applied to their use in make-up application and display and promotion techniques.
- Understand the structure and function of the human body as these relate to the practice of cosmetic techniques.
- Understand the elements of biology that relate to the structure function and disorders of the skin, and be able to understand and use the various products which are used in care and treatment of skin.
- Select, recommend, demonstrate and apply various types of make-up products for the retail consumer.
- Understand the general concepts of human nutrition that promote good health, and the factors that modify normal nutrition such as physical and emotional stress, illness, dieting, and food prejudice.
- Compose business communication in standard English which communicates effectively with a particular audience for a specific purpose, and demonstrate the ability to read and comprehend written English in the business environment.
- Be able to give an oral presentation, and participate in, observe, and summarize the deliberations of meetings and seminars.
- Understand the various methods of bookkeeping, inventory control and management of a cosmetic line or counter, as well as sales planning, merchandise mix, buying, and forecasting.
- Develop a market plan including strategy, objectives and tactical elements of budgeting and planning.
- Understand the concepts of organizational structures that exist in the retailing manufacturing and salon service areas of the industry and the operation of a small business.

Admission Requirements

- Ontario Secondary School Diploma (OSSD), or equivalent, or a mature applicant (<https://www.senecapolytechnic.ca/registrar/canadian-applicants/admission-requirements/mature-applicants.html>)
- English: Grade 12 C or U, or equivalent course

Canadian citizens and permanent residents may satisfy the English requirements for this program through successful Seneca pre-admission testing. (<https://www.senecapolytechnic.ca/registrar/canadian-applicants/admission-requirements/mature-applicants.html>)

Recommended upgrading for applicants who do not meet academic subject requirements. (<https://www.senecapolytechnic.ca/registrar/canadian-applicants/admission-requirements/upgrading-options.html>)

Notes

Although not required for admission, completion of senior mathematics and business courses are recommended for your success in the program.

International Student Information

International admissions requirements vary by program and in addition to English requirements (<https://www.senecapolytechnic.ca/international/apply/how-to-apply/admission-requirements/english-requirements.html>), programs may require credits in mathematics, biology, and chemistry at a level equivalent to Ontario's curriculum, or a postsecondary degree or diploma, equivalent to an Ontario university or college. Program-specific pre-requisite courses and credentials are listed with the admission requirements on each program page. To review the academic requirements please visit: Academic Requirements - Seneca, Toronto, Canada ([senecapolytechnic.ca](https://www.senecapolytechnic.ca/international/apply/how-to-apply/admission-requirements/academic-requirements.html)) (<https://www.senecapolytechnic.ca/international/apply/how-to-apply/admission-requirements/academic-requirements.html>).

Pathways

As a leader in academic pathways, we offer a range of options that will allow you to take your credential further in another Seneca program or a program at a partner institution.

To learn more about your eligibility, visit the Academic Pathways (<https://www.senecapolytechnic.ca/pathways.html>) web page.