



BeautyConnections Australia

Beauty Industry 101 Course Outline

Who We Are

- Our Credentials
- Our Experience

The Australian Beauty Landscape

- The Beauty Categories
- The Companies
- The Retailers

About The Beauty Categories

- Colour
- Skincare
- Fragrance

About The Companies

- Companies & the Brands They Own
- Business Models
- Local Workings
- Global Associations

Distribution Channels

- Retailers in the Beauty Business
- Retailer Marketing Programs & How To Leverage Them

Beauty Industry Roles – Which Role Suits You?

- Marketing
- Sales & Trade Marketing
- Visual Merchandising & Creative
- PR / Digital / Social Media

External Partners & Their Roles

- Media & Advertising
- Public Relations
- Activation Agencies
- Market Research
- Other

Internal Partners & Their Roles

- Sales / Training
- Operations
- Finance
- Visual Merchandising
- Other

The Yearly Planning Cycle

- The Budget Process
- Product Launches & Promotions
- Yearly Beauty Industry Timings
- Execution Of Yearly Marketing Plan
- Measures Of Success

Performance Planning

- Work Productivity
- How to Plan Your Week
- Handy Tips Outlook & Excel
- Success in your Probation Period or Internship

Getting Started In The Beauty Industry

- Qualifications & Skills
- Gaining Experience
- A Winning Resume
- Applying For Roles
- How BeautyConnections Can Help You

Look Good Feel Better

- The Industry Charity