



COURSE PROPOSAL

THE BUSINESS & PSYCHOLOGY
OF
COSMETOLOGY

PRESENTED BY NINA CHRISTMAS, M.A.



Course Intro Summary:

The Business and Psychology of Cosmetology is a dynamic, 6-unit course designed to bridge the gap between beauty, business, and human behavior. Students will learn how to build profitable service-based brands, understand client psychology, and manage their time, energy, and identity as modern beauty professionals. This course empowers future stylists and entrepreneurs with the real-world tools needed to succeed behind the chair and beyond it.

Course Overview

Course Title: *The Business and Psychology of Cosmetology*

Format: 6-week module | Hybrid or In-Person

Credit Potential: 1.5–3 credit hours or Continuing Education Certificate

Target Audience: Cosmetology students, business majors, adult learners, and career changers

This course introduces students to the entrepreneurial strategies and psychological insights necessary to thrive in the beauty industry. It merges practical salon operations with client psychology and stylist identity, helping students create sustainable businesses and empowered relationships behind the chair.

6 Learning Objectives

Students will:

Develop a business model and pricing strategy tailored to beauty services

Understand stylist identity and professional branding

Apply client psychology to improve communication and retention

Build content marketing strategies based on market behavior

Evaluate emotional labor and time management in a service career

Analyze trends in beauty culture and customer demand

Units & Topics

Unit 1: The Professional Identity of the Stylist

- Self-concept, image, and impact
- Building authority as a beauty professional

Unit 2: Business Foundations for Salon Success

- LLCs, income streams, taxes
- Salon service menus, retail, and pricing

Unit 3: Client Psychology & Emotional Intelligence

- Managing expectations, loyalty, and behavior
- Emotional labor and healthy boundaries

Unit 4: Marketing Psychology & Brand Strategy

- Ideal client attraction
- Social media + marketing psychology

Unit 5: Time & Energy Management

- Scheduling for profit vs burnout
- Personal productivity systems

Unit 6: Cultural Intelligence & Market Research

- Serving diverse clientele
- Community-based service innovation

Capstone Project

Title: *From Chair to CEO: Salon Launch Plan*

As the final project of the course, students will create a customized **Salon Launch Plan** that combines everything they've learned about business, branding, time management, and client psychology. This capstone allows each learner to design a service-based beauty business from concept to execution—grounded in both strategic thinking and emotional intelligence.

Students will outline:

- Their **business model**, branding, and pricing structure
- A weekly schedule designed to prevent burnout
- Psychological profiles of their **ideal clients**
- A snapshot of their **local market and cultural alignment**

The plan can be delivered as a written PDF, pitch deck, or oral presentation—making it flexible for various learning styles and institutional formats. This project ensures every student leaves with a tangible, career-ready blueprint for entrepreneurship in the beauty industry.

Why This Course

Industry Demand:

- **\$69B+** U.S. beauty industry
- High entrepreneurship rate among cosmetologists
- Increasing mental health and branding concerns in beauty careers

Institutional Benefit:

- Supports entrepreneurship & career readiness
- Culturally relevant for African American and urban student populations
- Bridges vocational training with business acumen and psychology

About the Instructor

Nina Christmas, M.A.

- Licensed cosmetologist & instructor with 30+ years of salon experience
- Master's degree in Industrial-Organizational Psychology
- Former curriculum leader at salons with 250+ stylists
- Published songwriter, motivational speaker, and consultant
- Founder of *Nina Christmas Training Salon* and *AFFIX Consult LLC*
- Certified Hair Loss Practitioner with the USTI
- Experienced in CEU education and professional training

Website: NinaChristmas.com

Course Delivery Options

- In-person: Workshop style (6 weeks, once weekly, 2 hours)
- Online: Self-paced or instructor-led via Zoom/Canvas
- Hybrid: College integrates into cosmetology/business course

Includes instructor materials, workbook, slides, and assessments. Can be tailored to high school CTE, 2-year colleges, or university elective.

Next Steps

For Course Partnership or Presentation:

Contact: Nina Christmas

Email: hair@ninachristmas.com

Call/Text: 872-262-6555