

# CONSUMER PACKAGING CONCENTRATION

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Concentration Coordinator: Javier de la Fuente

This concentration provides business majors entry into a rapidly expanding and dynamic field, packaging, that has been fueled by the globalization of manufacturing and customer-supplier relationships. This trend has been enabled by new approaches to value chain management, product development, and packaging technology. This concentration will allow the students to:

1. Conceptualize packaging designs that meet customer needs
2. Validate designs with data and customer insight
3. Gain familiarity with packaging materials and related test equipment
4. Conduct qualitative and quantitative marketing analysis for products
5. Comprehend packaging costs, sustainability issues and industry trends and
6. Understand supply chain management and logistics related issues

Lessons are drawn from a range of established and emerging industries such as food, automotive, healthcare, and electronics.

BUS 396	Consumer Insights	4
BUS 418	Listening to the Customer	4
BUS 419	Strategic Marketing Measurement	4
ITP 234	Packaging Design Fundamentals	4
ITP 330	Packaging Fundamentals	4
ITP 475	Distribution Packaging Dynamics	4

## Approved Electives

Select from the following:		4
GRC 337	Consumer Packaging	
ITP 233	Product Modeling and Communication	
ITP 341	Packaging Polymers and Processing <sup>1</sup>	
ITP 408	Fiber-Based Packaging	
ITP 411	Packaging Sustainability	
ITP 414	Packaging Laws & Regulations	
ITP 415	Supply Chain and Logistics	
ITP 430	Healthcare Packaging	
ITP 485	Packaging Development	

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**Total units** **28**

<sup>1</sup> If course is taken to meet a Major or Support requirement, it cannot be double-counted in the concentration.