CONSUMER PACKAGING
CONCENTRATION

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.

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>BUS 396</td>
<td>Consumer Insights</td>
<td>4</td>
</tr>
<tr>
<td>BUS 418</td>
<td>Listening to the Customer</td>
<td>4</td>
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<tr>
<td>BUS 419</td>
<td>Strategic Marketing Measurement</td>
<td>4</td>
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<tr>
<td>ITP 234</td>
<td>Packaging Design Fundamentals</td>
<td>4</td>
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<tr>
<td>ITP 330</td>
<td>Packaging Fundamentals</td>
<td>4</td>
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<tr>
<td>ITP 475</td>
<td>Packaging Performance Testing</td>
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Approved Electives
Select from the following:

- GRC 337 Consumer Packaging
- ITP 233 Product Modeling and Communication
- ITP 341 Packaging Polymers and Processing
- ITP 408 Paper and Paperboard Packaging
- ITP 411 Packaging Sustainability
- ITP 414 Packaging Laws & Regulations
- ITP 415 Supply Chain and Logistics
- ITP 430 Healthcare Packaging
- ITP 485 Packaging Development

Total units 28

1 If course is taken to meet a major or support requirement, it cannot be double-counted as an approved elective in the concentration.