

# CONSUMER PACKAGING CONCENTRATION

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
<b>Approved Electives</b>		
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	
<b>Total units</b>		<b>28</b>

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