Courses in English
Course Description

Department 05 Building Services Engineering, Paper and Packaging Technology and Print and Media Technology

Course title Packaging from Marketing to Production

Hours per week (SWS) 2

Number of ECTS credits 3

Course objective The objectives are
Packaging, as a tool for branding and marketing
How graphics and structures of packaging impact marketing

Prerequisites Background in print or packaging

Recommended reading

Teaching methods Workshop

Assessment methods Term paper and/or presentation

Language of instruction English

Name of lecturer Colleen Twomey; Xiaoying Rong

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Course content This course introduces the following contents:

Packaging for enhancing branding and marketing
Graphics and structures of packaging for effective marketing
Packaging production including prototyping, printing and finishing

This course also contains hands-on components with projects and presentations.

Remarks