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

Course title: Project 1 - Bachelor

Hours per week (SWS): 4

Number of ECTS credits: 6

Course objective: Determine if Millennials in Germany respond to Interactive Packaging differently than US Millennials

Prerequisites:

Recommended reading:

Teaching methods: Lecture, discussion, research, prototyping

Assessment methods: Research paper

Language of instruction: English

Name of lecturer: Colleen Twomey

Email: ctwomey@calpoly.edu

Link:

Course content: Research project on interactivity in packaging and response to Millennials

Remarks: