CONSUMER PACKAGING SOLUTIONS
CONCENTRATION DECLARATION
CALIFORNIA POLYTECHNIC STATE UNIVERSITY – ORFALEA COLLEGE OF BUSINESS

Student Name: ________________________   Graduation Date: _________________
Empl ID: ___________________________   Date: __________________________
Cal Poly Email Address: _____________________________________________________________

This concentration provides business majors entry into a rapidly expanding field that has been fueled by the globalization of manufacturing and customer-supplier relationships. The interactions between packaging and the logistics system create a rich environment for students to examine complex problems.

**REQUIRED Concentration Courses**  
24 Units

- BUS 418 Listening to the Customer 4
- BUS 419 Strategic Marketing Management 4
- BUS 451 New Product Development and Launch 4
- IT 330 Packaging Fundamentals 4
- IT 408 Paper and Paperboard Packaging 4
- IT 475 Packaging Performance Testing 4

**ELECTIVE Concentration Courses (Select 1 course)**  
4 Units

- BUS 412 Advanced Managerial Accounting 4
- BUS 452 Product Management 4
- IT 233 Product Design with CAD 4
- IT 326 Product Evaluation 4
- IT 341 Packaging Polymers and Processing 4
- IT 403 Quality Systems Management 4
- IT 415 Supply Chain and Logistics 4
- IT 435 Packaging Development 4
- IT 457 Radio Frequency Identification in Supply Chain Management 4

*Total Units: 28*

Javier de la Fuente: Consumer Packaging Solutions Concentration Chair  (03-328)  Date

Return to Orfalea Student Services (03-100). Thank you.
Revised 9/18/15