Overview of Consumer Packaging Solutions
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, biomedical devices and electronics.

Sample Job Functions and Descriptions for Consumer Packaging Solutions Professionals

- **Packaging Designers** must be able to think in the third dimension. Create a functioning, practical design to contain products. Packaging Designers create effective packaging, which promotes brand integrity and helps ensure premium product positioning in the marketplace. They must have a strong understanding of package-oriented production and printing processes. They are often required to have keen presentation and managerial skills and often utilize programs like Quark X-Press or Adobe InDesign, Adobe Photoshop, and Adobe Illustrator for design.

- **Package Engineers** plan and direct activities concerned with design and development of protective packaging containers. They analyze engineering drawings and specifications of product to determine physical characteristics of item, special handling, safety requirements, and type of materials required for a container. Package Engineers develop or direct the development of sketches, specifications, samples, and written analysis of proposed packaging in order to present design for approval.

- **Production Management** is an organized function within a company, which encompasses the planning or forecasting or marketing of a product or products at all stages of the production lifecycle. Production Managers are responsible for the planning and control of industrial processes to ensure that they move smoothly at the required level.

- **Technical Sales Associates** Technical sales personnel specialize in scientific and technologically advanced products and service. A technical sales position's duties require strong knowledge of technical and scientific products, including the functions and components that enable the products to work. Technical sales engineers can then promote
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and sell the product by demonstrating how the products work, along with the benefits for potential customers.

Skills and Abilities
Ability to interpret, organize, execute, and coordinate assignments. Visualize, construct, and document the company’s product platforms. Must be able to think conceptually and creatively, and analyze the data impacting the company’s resources. Able to oversee production and understand products from the third dimension, all while making the goods marketable.

What classes are involved?
Below is a link provided for you by the Office of the Registrar. This link will take you to a webpage to determine Flow Charts and Curriculum Sheets for your declared major and concentration.

Access to Consumer Packaging Solutions Concentration Flowchart and Curriculum:

http://dots-util.calpoly.edu/mymap.php

1. Input your Catalog Year
2. Input your Major
3. Input your Concentration

- The Flow Chart and Curriculum Links will provide you information about your 4-Year Academic Flowchart for Consumer Packaging Solutions along with pre-requisites needed for each course. Review http://www.cob.calpoly.edu/advising/majors-concentrations/ for more information about course requirements for the Consumer Packaging Solutions Concentration.

Typical Job Titles
- Packaging Engineer
- Quality Control Coordinator
- Technical Sales Representative
- Production Supervisor
- Laboratory Manager
- Packaging Designer

Salary Information
Career Services’ Graduate Survey for Cal Poly recent grads: (Industrial Technology)
  2010-2011 - Median Salary - $62,000
  2011-2012 - Median Salary - $60,000

Access Career Services’ Graduate Status Reports:
http://careerservices.calpoly.edu/content/student/gsr_report
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Preparation
• Find information about the Packaging and Logistics Concentration from http://www.cob.calpoly.edu/advising/majors-concentrations/
• Check out Career Services’ Graduate Survey – lists employers, job titles, and salary information of recent Cal Poly graduates divided by major/concentration – https://www.careers.calpoly.edu/search.php
• Cal Poly Packaging Association (Poly Pack) – http://polypack.calpoly.edu/ – Meet people in your concentration, network with employers, and get involved to build your resume!

Senior Project Options

Career Research Resources
• www.careerservices.calpoly.edu – Cal Poly Career Services - career planning links, job listing links, career information and help
• MustangJOBS – Single click access through your portal account – find local, part-time jobs, internships, and career postings for Cal Poly students, in addition to information on employers who recruit marketing students
• www.packagingcareers.com – Detailed info. on packaging and logistics careers
• http://www.packagingtoday.com/linkspackagingjobs.htm- Up to date information from today’s packaging industry.
• Career books available in the Career Resource Center at Career Services (Bldg. 124, Room 117): Careers in Business, and Opportunities in Packaging and logistics.