OVERVIEW OF PACKAGING AND LOGISTICS

Overview of Packaging and Logistics
This concentration provides business majors entry into a rapidly expanding field 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 and packaging technology. Packaging plays a key role in any logistics system as products are shipped between value chain partners. There continues to be a focus on producing efficient, and more sustainable ways to package and transport products. The interaction between packaging and the logistics systems creates a rich environment for students to examine complex problems. Lessons are drawn from a range of established and emerging industries, such as food and auto parts as well as biomedical devices and electronic components. Students with an eye for creative design and problem solving are drawn to this concentration.

Sample Job Functions and Descriptions for Packaging and Logistics 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. 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. Develops, or directs, developments 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 and sell the product by demonstrating how the products work, along with the benefits for potential customers.
PACKAGING & LOGISTICS CONCENTRATION

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, while making the goods marketable.

What classes are involved?
• Below is a flow chart for Packaging & Logistics along with pre-requisites needed for each course. Review http://www.cob.calpoly.edu/advising/concentrations/ for more information.

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: 2010-2011—Median Salary—$62,000
(Industrial Technology)

Preparation
• Find information about the Packaging and Logistics Concentration from www.cob.calpoly.edu
PACKAGING & LOGISTICS CONCENTRATION

- 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!

Things to Consider
- This is an up and coming industry with plenty of job opportunities. It is also a beneficial minor to consider for Industrial Technology majors, as it only requires one additional class to the original curriculum.

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.