

16:731:501 (Fall or Spring, Year) Fundamentals of Packaging
Packaging Engineering Program, School of Engineering
Rutgers University – New Brunswick, New Jersey

Instructor: John Blake

E-mail: jablake@mdlz.com

Office:

Course Time: Tuesdays 6:40-9:30

Office Hour:

Class Location: ARC 110

Course Website:

Course Descriptions: Overview of interactions and accountabilities for packaging developers. Review three main types of package development projects; growth, quality and productivity. Examine consumer research, marketing strategy, innovation and feasibility as they relate to packaging development projects.

Course Schedule:

Week	Description	Assignment
1	Overview of packaging roles and problem solving	Chapter 1&2
2	Project initiation and Identify packaging concepts	Chapter 3&4
3	Feasibility assessment and Consumer testing for packaging	Chapter 5,6,7
4	Final Concept Evaluation, Proving Functionality, Package Launch	Store Audit
5	Business and Package Strategy	Heinz Case Study
6	Marketing Research	
7	Innovation Principles	Group Project
8	Innovation and Design	
9	Shopper and Shelf Presence	Concept Scope
10	Current Trends - Stand up pouches	Ideation
11	Packaging and the Environment	Focus Groups
12	E-commerce Packaging	Concept Screening
13	Special Topics	Group Presentation
14	Final Project Presentations	

Grading Policy: 30% Final Group Project
30% Project Stage Gate Completion
30% Individual assignment (3-5 per semester)
10% Attendance/participation

Text: The Packaging Development Process – Kristine DeMaria

*** During the semester, there might be some adjustments of assignments, grades, extra credits, etc. Those will be announced on the course website. The "Reference score" in the above table will be adjusted accordingly.

Homework Policy: To be handed in on time and per directions or points will be subtracted.

Project Policy: Written and Oral presentation factor grade as well as individual participation.