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:

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