

presents

FOUNDATIONS of PACKAGING



8
HOURS



82
LESSONS



35
VIDEOS

A COMPREHENSIVE COURSE

Packaging is a complex process that must be seen as part of a greater system, where each activity has an impact on the final package. Departments such as marketing, sales, procurement, legal, distribution, quality control, manufacturing and warehousing all have unique demands on the package design.

TAKEAWAY

AFTER TAKING THIS COURSE, YOU WILL HAVE THE THOUGHT PROCESS REQUIRED OF A SUCCESSFUL STAKEHOLDER IN THE PACKAGING DEVELOPMENT PROCESS.



LEARNING OBJECTIVES:



DEFINE PACKAGING FUNCTIONS, LEVELS, AND TYPES



EXPLAIN THE ROLE OF PACKAGING THROUGHOUT HISTORY



EXAMINE THE GLOBAL PACKAGING MARKET



ILLUSTRATE THE CAREER POTENTIAL IN PACKAGING



ANALYZE THE PACKAGING DEVELOPMENT PROCESS



LIST PRODUCT CONSIDERATIONS THAT IMPACT PACKAGING



RECOGNIZE PACKAGING MANUFACTURING PROCESSES



APPRAISE THE SUSTAINABILITY OF PACKAGING MATERIALS



ILLUSTRATE INNOVATIVE PACKAGING DESIGN



ESTABLISH FUNDAMENTAL TERMINOLOGY

CLICK HERE TO LEARN MORE
ABOUT THIS COURSE !

