

Consumer Packaging

About Consumer Packaging

The Orfalea College of Business' consumer packaging concentration combines foundational tools of business administration with dynamic technical skills crucial to a career in the \$900 billion global packaging industry. This concentration provides business majors entry into a rapidly expanding field that has been fueled by the globalization of manufacturing and customer-supplier relationships. The interactions between packaging and the logistics system create a rich environment for students to examine complex problems.

By blending technical packaging courses with marketing and entrepreneurship curriculum, the program teaches students how to conceptualize packaging designs that meet customer needs and validate designs with data and customer insights. Our Learn by Doing curriculum will help students gain familiarity with packaging materials and related test equipment in addition to qualitative and quantitative marketing analysis practices. Our graduates are sought by a variety of employers for their ability to comprehend packaging costs and understand supply chain management and logistics challenges.

As the only packaging program within a business school, the Cal Poly Packaging Program has earned a national reputation for excellence while maintaining small class sizes. The world's leading technology companies, agricultural producers and marketers, and retail ventures seek Cal Poly's packaging alumni to fill dynamic roles in designing, developing, and testing. The Learn by Doing curriculum challenges students to create value-added packaging that contains, protects, and markets highly competitive consumer products in an increasingly globalized economy.

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