

# Postgraduate Certificate Marketing and Branding for Packaging





## Postgraduate Certificate Marketing and Branding for Packaging

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Technological University
- » Schedule: at your own pace
- » Exams: online

Website: [www.techtitute.com/us/design/postgraduate-certificate/marketing-branding-packaging](http://www.techtitute.com/us/design/postgraduate-certificate/marketing-branding-packaging)

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# 01 Introduction

Innovation is the way the market and the industry in general continues to grow, keeping its products alive. Understanding how the identity is managed and the changes it undergoes throughout its life is key to organize a coherent and profitable project, specifically in the case of Packaging design, since it is much more than a form of Marketing, well thought out, it is an important business tool; so, it is necessary to understand the subject in depth to execute the ideas very well. This is how this specific program on Marketing and Branding for Packaging arises, with the purpose of providing the professional with all the necessary knowledge in a 100% online way and through the most innovative methodology based on Relearning.



ORGANIC PRODUCT  
NATURAL  
BRAND  
NATURAL BEAUTY

“

*Analyzing Packaging from a business point of view is part of what you will learn in this program”*

Packaging design is a form of marketing based on the development of product identity in relation to the brand and the consumer group it represents. It is not only a tool on which visual communication is based, but also a business structure, whose results must be analyzed and taken into account when making decisions.

With the development of technology, its incursion into the fields of design has increased thanks to the powerful connection that exists in the ability to generate creative environments with the use of data and the management of the set of tools that make up the Big Data, which is marking the way forward, product of the analysis carried out with all the information obtained to stimulate the consumption or purchase of the product.

In this Postgraduate Certificate, the professional will find the appropriate content to develop efficiently in this sector. A syllabus based on project management and innovation in the packaging industry to create business strategies linked to identity; the implementation of artificial intelligence in packaging design, the generation of engagement, the creation of value over time, the analysis of segmentation through Big Data, as well as other aspects of background that will be expanded in the development of the program.

All this, through an innovative methodology of study totally online, based on Relearning that allows the professional a continuous and efficient education, through varied multimedia resources and diversity of specialized content available from the first day for review or download, from any device with an Internet connection. With the guidance of professional experts, who will help you meet the objectives in 6 weeks of study.

This **Postgraduate Certificate in Marketing and Branding for Packaging** contains the most complete and up-to-date program on the market. The most important features include:

- ♦ The development of practical cases presented by experts in Design, Marketing and Communication
- ♦ The graphic, schematic, and practical contents with which they are created, provide scientific and practical information on the disciplines that are essential for professional practice
- ♦ Practical exercises where the self-assessment process can be carried out to improve learning
- ♦ Its special emphasis on innovative methodologies
- ♦ Theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection assignments
- ♦ Content that is accessible from any fixed or portable device with an Internet connection



*Boost your creativity and ability to develop in Marketing and Branding for Packaging, with this 100% online program"*

“

*Get to know the consumption habits of the Premium environment, studying its metrics and the creation of sequential patterns in segmentation with this program”*

The program's teaching staff includes professionals from the sector who contribute their work experience to this educational program, as well as renowned specialists from leading societies and prestigious universities.

The multimedia content, developed with the latest educational technology, will provide the professional with situated and contextual learning, i.e., a simulated environment that will provide immersive education programmed to learn in real situations.

This program is designed around Problem-Based Learning, whereby the professional must try to solve the different professional practice situations that arise during the academic year. This will be done with the help of an innovative system of interactive videos made by renowned experts.

*Learn how to organize a coherent and profitable project by implementing the use of Big Data and innovative techniques such as artificial intelligence.*

*State-of-the-art educational proposals always designed for your professional development. Start now your path to success.*



# 02 Objectives

The main objective of this Postgraduate Certificate in Marketing and Branding for Packaging is to provide the professional with the latest knowledge and techniques in this area, so that they can incorporate them into their work immediately. In this way, they will experience rapid progress thanks to the large number of advanced solutions that they will offer to their clients or employers in the development of creative and functional ideas.



“

*Do you want to specialize in Marketing and Branding for Packaging? This Postgraduate Certificate is for you. Enroll and graduate in 6 weeks”*



## General Objectives

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- ♦ Master the tools of packaging design and digital illustration through the use of Adobe Illustrator software
- ♦ Creation of a conceptual, experimental and/or commercial visual identity adapted to all kinds of products
- ♦ Management of a complete packaging project and a customized portfolio
- ♦ Assimilate the product value chain in a comprehensive manner: from design to opening the package at home or sale in the store
- ♦ Generate branding and marketing strategies through the use of Big Data and continuous assessment
- ♦ Design all packaging structures with advanced knowledge of their materials and real-life applications
- ♦ Handle Ecopackaging and the materials involved in the design of product packaging
- ♦ Apply packaging design from mass consumption to cosmetics, jewelry or gourmet products and the luxury packaging market





## Specific Objectives

- ♦ Integrate the use of data into the creative strategy of packaging
- ♦ Master strategic and value communication for successful packaging design briefing
- ♦ Create value through the projection of a brand identity that can change over time from flexibility and versatility
- ♦ Add the user experience in the digital environment to traditional physical store packaging
- ♦ Assimilate the use of artificial intelligence to support, assess and analyze behavior for the development of critical thinking

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*Specializing in the Marketing and Branding for Packaging sector will make you stand out in a competitive work environment”*



03

# Course Management

High level professionals, experts in communication, visual arts and marketing with more than 15 years of experience, will be in charge of transmitting all their knowledge and experience, through innovative methods so that the student learns effectively the subjects of study and manages to integrate them in parallel to their professional performance.



**MOCKUP**  
— Y O U R —  
**DESIGN**  
H E R

**MOCKUP**  
— Y O U R —  
**DESIGN**  
H E

“

*TECH selects teachers of reputable experience to provide quality content in each of its programs”*

## International Guest Director

Laura Moffitt is a recognized Designer highly specialized in **packaging strategy and brand development globally**. With a strong background in creative direction in **innovative packaging**, she has worked with cross-functional teams to bring brands to life through a creative and cohesive vision. Her focus on **project trends** and passion for excellence has led her to push the boundaries of convention, bringing innovative vision to the industry.

Throughout her career, she has held key roles in renowned companies, among which stands out the **Director of Packaging Design at Youth to the People** at L'Oréal. In this way, she has been in charge of leading the conceptualization and execution of packaging designs, collaborating with **marketing**, product development and supplier teams to ensure a coherent and efficient *branding* experience.

She has been recognized internationally for her ability to elevate the presence of the institutions she has worked with. In this sense, her role has been very important in the development of **global packaging strategies** and in the proposal of **visually attractive collections** that connect with the **consumer**. In addition to her track record in the sector, she has won awards for her innovative approach and has driven numerous continuous improvement initiatives that have set milestones in the industry.

She has also contributed to the development of research and analysis of **market trends**, which has allowed her to remain at the **forefront** of the **design industry**. He has developed high fidelity mock-ups, **3D renderings of packaging** and promotional items, and designed digital assets. Her investigative approach has allowed her to collaborate in the launching of new products that stand out for their functionality and aesthetics.



## Ms. Moffitt, Laura

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- Director of Packaging Design at L'Oréal, Los Angeles, United States
- Senior Designer (Youth for the People) at L'Oréal
- Packaging Designer at L'Oréal
- Packaging Designer at Youth To The People
- Senior Visual Designer Beats by Dr. Dre (Apple)
- Graphic Designer at FAM Brands
- Graphic Design Intern at Drawing by HeartC
- Marketing Intern at Bonhams
- Graphic Design Specialist at Pratt Institute
- Degree in Communication Design, majoring in Graphic Design from Pratt Institute

“

*Thanks to TECH, you will be able to learn with the best professionals in the world”*

## Management



### Dr. García Barriga, María

- Communicator at RTVE
- Communicator at Telemadrid
- University Teacher
- Author of The Pattern of Eternity: Creating a Spiral Identity for Automating Fashion Trends
- Communication, Marketing and Social Campaigns. Arts Heritage - Digital Marketing
- Editor-in-Chief. Chroma Press
- Marketing and Social Media Account Executive. Servicecom
- Web Content Editor. Premium Difusión, Diario Siglo XXI and Magazine Of Managers
- PhD, Design and Marketing Data. Polytechnic University of Madrid
- Bachelor's Degree in Information Sciences, Communications, Marketing and Advertising. Complutense University of Madrid
- Postgraduate degree in Marketing and Communication in Fashion and Luxury companies. Complutense University of Madrid
- Certified in Data Analysis & Creativity with Python in China
- MBA Fashion Business School, the Fashion Business School of the University of Navarra



# 04

## Structure and Content

This Postgraduate Certificate has been designed for today's professional who wants to focus on the Marketing and Branding for Packaging sector, with a specialized syllabus and a variety of multimedia resources, for the mastery of techniques, tools, to the development of skills with the implementation in an effective way. Thanks to the practical exercises and interactive content that make the user experience much more agile, available from day one for download or consultation from TECH's modern virtual campus.



“

*Experience what's new with this specialized program in Marketing and Branding for Packaging, 100% online and with the guidance of experts”*

## Module 1. Marketing and Branding for Packaging

- 1.1. Artificial Intelligence in Packaging Design
  - 1.1.1. The Activation of Creativity through Data
  - 1.1.2. Differentiation Techniques
  - 1.1.3. Redesign and Assessment
- 1.2. Branding for "Wrappers"
  - 1.2.1. Brand Identity
  - 1.2.2. Design Based on Branding
  - 1.2.3. The Economic Impacts of Branding on Packaging
- 1.3. Digital Strategy
  - 1.3.1. Business Strategies Linked to Identity
  - 1.3.2. Advertising
  - 1.3.3. Positioning Assessment
- 1.4. Data Orientation Process
  - 1.4.1. Managing Visual Communication through Data
  - 1.4.2. Data Collection and Selection
  - 1.4.3. Data Analysis
- 1.5. Premium Environment Consumption Habits
  - 1.5.1. Key Marketing Metrics
  - 1.5.2. Key Packaging Metrics
  - 1.5.3. The Creation of Sequential Patterns
- 1.6. Innovation in the Packaging Environment
  - 1.6.1. Creativity Management
  - 1.6.2. Predictive Techniques
  - 1.6.3. Simulating Innovation Scenarios
- 1.7. The Use of Big Data for the Creation of the Icon
  - 1.7.1. The Packaging Market
  - 1.7.2. The Packaging Consumer
  - 1.7.3. Segmentation and Value





- 1.8. Value Creation over Time
  - 1.8.1. Loyalty Strategies
  - 1.8.2. The Generation of Ambassadors
  - 1.8.3. Efficient Management of Communications
- 1.9. User Experience
  - 1.9.1. Digital Environment
  - 1.9.2. Generating Engagement
  - 1.9.3. The Messages
- 1.10. Project Management
  - 1.10.1. Preparing the Briefing
  - 1.10.2. Strategic Communication
  - 1.10.3. Value Communication



*You are one click away from professional advancement. Enroll now and achieve your qualification in Marketing and Branding for Packaging”*

# 05 Methodology

This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning**.

This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.



“

*Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"*

## Case Study to contextualize all content

Our program offers a revolutionary approach to developing skills and knowledge. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.

“*At TECH, you will experience a learning methodology that is shaking the foundations of traditional universities around the world*”



*You will have access to a learning system based on repetition, with natural and progressive teaching throughout the entire syllabus.*



*The student will learn to solve complex situations in real business environments through collaborative activities and real cases.*

### A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch, which presents the most demanding challenges and decisions in this field, both nationally and internationally. This methodology promotes personal and professional growth, representing a significant step towards success. The case method, a technique that lays the foundation for this content, ensures that the most current economic, social and professional reality is taken into account.

“*Our program prepares you to face new challenges in uncertain environments and achieve success in your career”*

The case method is the most widely used learning system in the best faculties in the world. The case method was developed in 1912 so that law students would not only learn the law based on theoretical content. It consisted of presenting students with real-life, complex situations for them to make informed decisions and value judgments on how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

What should a professional do in a given situation? This is the question we face in the case method, an action-oriented learning method. Throughout the program, the studies will be presented with multiple real cases. They will have to combine all their knowledge and research, and argue and defend their ideas and decisions.

## Relearning Methodology

TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines 8 different teaching elements in each lesson.

We enhance the Case Study with the best 100% online teaching method: Relearning.

*In 2019, we obtained the best learning results of all online universities in the world.*

At TECH you will learn using a cutting-edge methodology designed to train the executives of the future. This method, at the forefront of international teaching, is called Relearning.

Our university is the only one in the world authorized to employ this successful method. In 2019, we managed to improve our students' overall satisfaction levels (teaching quality, quality of materials, course structure, objectives...) based on the best online university indicators.



In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically.

With this methodology we have trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, markets, and financial instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

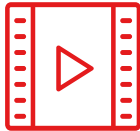
*Relearning will allow you to learn with less effort and better performance, involving you more in your training, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation for success.*

From the latest scientific evidence in the field of neuroscience, not only do we know how to organize information, ideas, images and memories, but we know that the place and context where we have learned something is fundamental for us to be able to remember it and store it in the hippocampus, to retain it in our long-term memory.

In this way, and in what is called neurocognitive context-dependent e-learning, the different elements in our program are connected to the context where the individual carries out their professional activity.



This program offers the best educational material, prepared with professionals in mind:



#### Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

These contents are then applied to the audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high quality pieces in each and every one of the materials that are made available to the student.



#### Classes

There is scientific evidence suggesting that observing third-party experts can be useful.

Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.



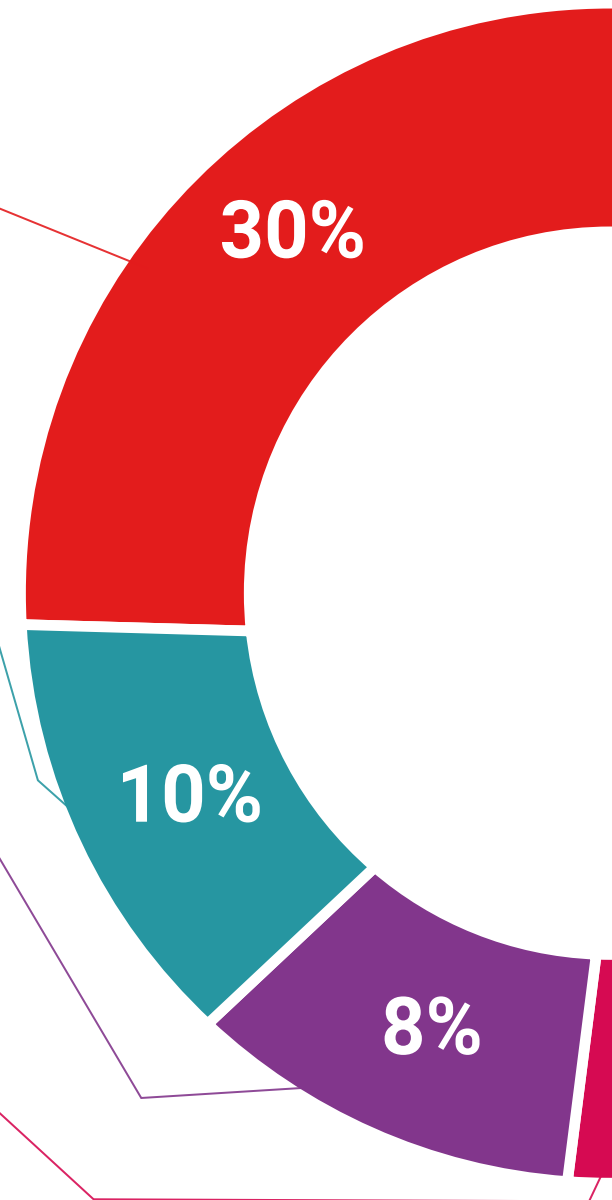
#### Practising Skills and Abilities

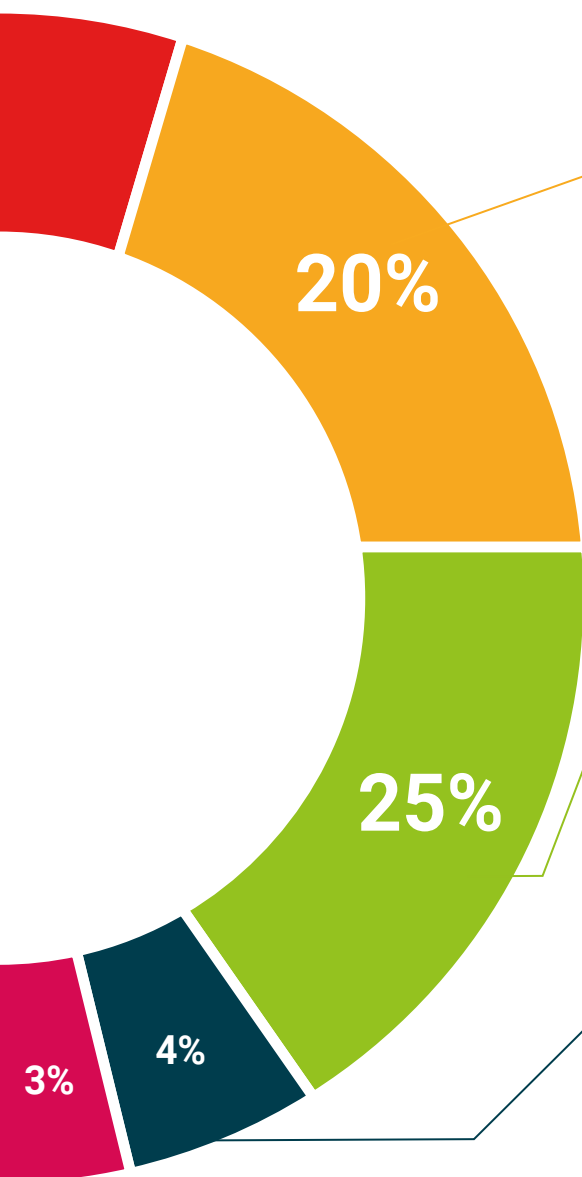
They will carry out activities to develop specific competencies and skills in each thematic area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.



#### Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.





#### Case Studies

Students will complete a selection of the best case studies chosen specifically for this program. Cases that are presented, analyzed, and supervised by the best specialists in the world.



#### Interactive Summaries

The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



#### Testing & Retesting

We periodically evaluate and re-evaluate students' knowledge throughout the program, through assessment and self-assessment activities and exercises, so that they can see how they are achieving their goals.



# 06 Certificate

The Postgraduate Certificate in Marketing and Branding for Packaging guarantees you, in addition to the most rigorous and up-to-date training, access to a Postgraduate Certificate issued by TECH Technological University.



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*Successfully complete this program  
and receive your university degree  
without travel or laborious paperwork”*

This **Postgraduate Certificate in Marketing and Branding for Packaging** contains the most complete and up-to-date program on the market.

After the student has passed the assessments, they will receive their corresponding **Postgraduate Certificate** issued by **TECH Technological University** via tracked delivery\*.

The diploma issued by **TECH Technological University** will reflect the qualification obtained in the Postgraduate Certificate, and meets the requirements commonly demanded by labor exchanges, competitive examinations, and professional career evaluation committees.

Title: **Postgraduate Certificate in Marketing and Branding for Packaging**

Modality: **online**

Duration: **6 weeks**



\*Apostille Convention. In the event that the student wishes to have their paper diploma issued with an apostille, TECH EDUCATION will make the necessary arrangements to obtain it, at an additional cost.

future  
health confidence people  
education information tutors  
guarantee accreditation teaching  
institutions technology learning  
community commitment  
personalized service innovation  
knowledge present  
online tra  
lopment langu  
classroom



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